

May 2002



UNIVERSITY/HIGH STREET

Development & Design Guidelines



University/High Street Development & Design Guidelines is a companion document to *A Plan for High Street: Creating a 21st Century Main Street*. Both documents were prepared by Goody, Clancy & Associates, of Boston, Massachusetts, under contract to Campus Partners for Community Urban Redevelopment, Inc. Funding was provided by The Ohio State University through Campus Partners and by the City of Columbus.

UNIVERSITY/HIGH STREET Development & Design Guidelines



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The High Street Advisory Steering Committee donated considerable time, energy, and creativity to provide direction for all aspects of planning for High Street's revitalization, including preparation of these *Guidelines*. A special thanks to Ron Hupman of the University Area Commission for his dedication throughout this process. Members, and their affiliations as of 1998, are listed below.

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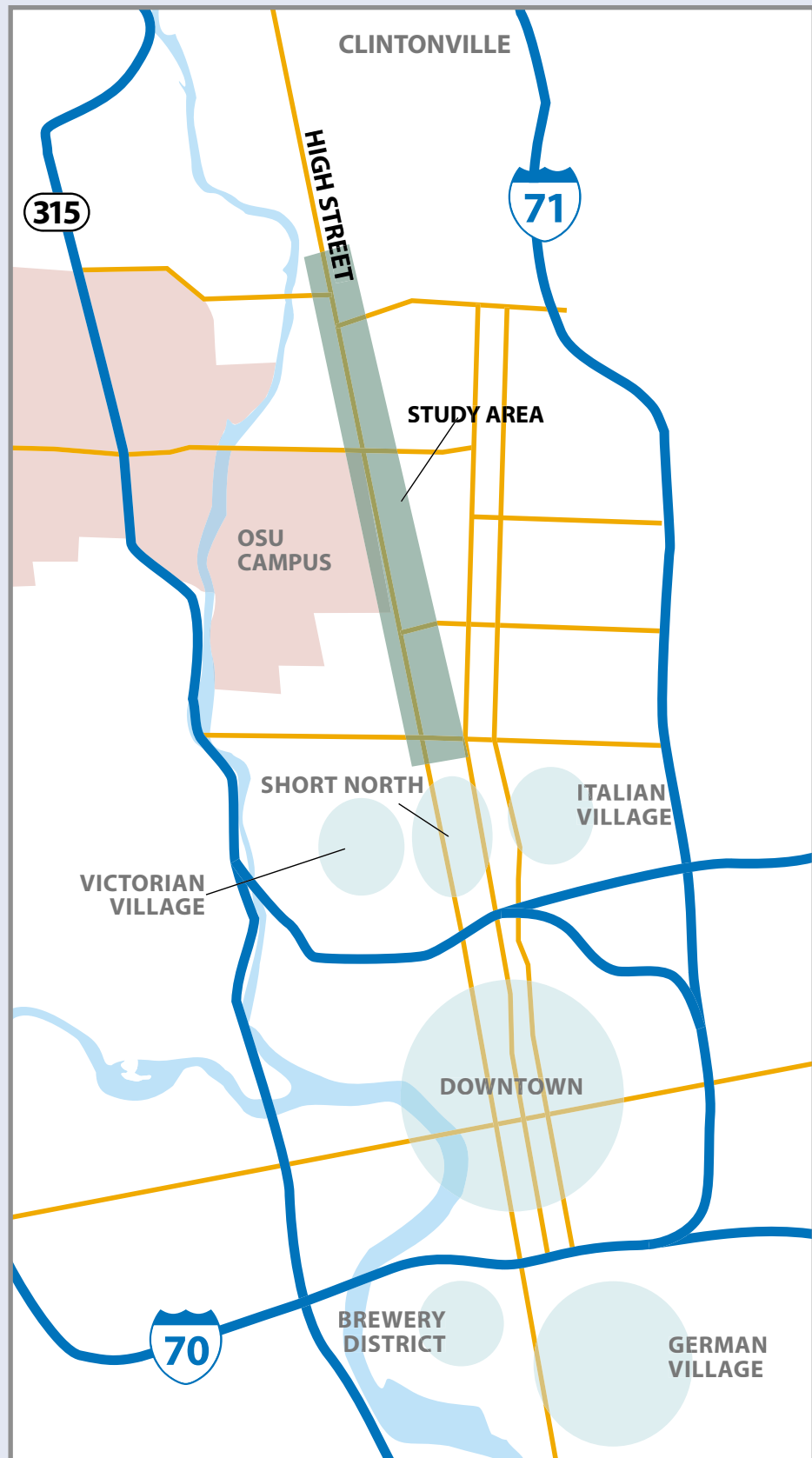
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INTRODUCTION

High Street and the University Area

High Street is the “Main Street” of Columbus’s University Area. Because it adjoins The Ohio State University campus, it is a unique urban corridor that serves a diverse community of residential neighborhoods. High Street has traditionally catered to the needs of a college community, but in the past decade, students’ increased mobility has multiplied their choices for housing and shopping, thus contributing to the area’s decline. High Street merchants, who must now compete for a market that used to be more stable, must also respond to challenges such as a high concentration of low-income housing, increased crime, inadequate public services, and a lack of parking. Recognizing the need for action, The Ohio State University and the City of Columbus formed Campus Partners to study the needs of the area, identify revitalization strategies, and invest in its redevelopment.

Four years of planning produced the *University Neighborhoods Revitalization Plan Concept Document*, adopted by City Council in 1997, and the subsequent *A Plan for High Street: Creating a 21st Century Main Street*, published in 2000. Both documents call for the establishment of standards and design review as critically necessary tools to ensure that all investment along



Ground-floor retail and enlarged buildings on either side of the Newport—a symbol of High Street’s diversity—would bring even more energy to this stretch of the street. Such incremental changes are the key to strengthening High Street’s “Main Street” character.

High Street implements the goals and recommendations of this comprehensive planning effort. *The University/High Street Development and Design Guidelines* (hereafter referred to as the *Guidelines*) represents an essential step in implementing a broad-based revitalization strategy for High Street and its adjacent neighborhoods.

This document conveys High Street’s full promise as a viable 21st-century “Main Street,” blending:

- pride in its historic elements and celebration of the present;
- a commitment to serving the full spectrum of the surrounding community and its visitors; and
- a highly competitive commercial district possessing the pedestrian-friendly character of a traditional “Main Street.”

Members of the University Area Commission (left photo) review a new development proposal on site. Campus Partners (right photo) was formed by The Ohio State University to study the needs of the University Area and foster its revitalization.



The *Guidelines* reflect High Street's richly layered character—a place that interweaves important historic resources, lively student “hangouts,” exciting performing and visual arts, neighborhood businesses, and many other elements to form the vital heart for one of this country's most significant university communities.

Goals

High Street has the potential to be one of the liveliest streets in Columbus—serving the cultural, consumer and entertainment needs of both its vibrant university population and its permanent residential population, as well as appealing to the many visitors who come from around the world to visit The Ohio State University. This document is intended to give direction to property owners and investors regarding building and site improvements, new construction, and graphics in order to achieve the revitalization objectives articulated under Urban Design Principles (see page 10). The *Guidelines* aim to:

- preserve and enhance the unique and desirable characteristics of High Street;
- promote creative design of high quality and stimulate new development to fit within the context of High Street;
- attract business investment and promote the economic vitality of the corridor;

- enhance High Street's pedestrian orientation and mix of uses; and
- promote preservation and rehabilitation of existing buildings that contribute to High Street's diverse “Main Street” character.

Following these *Guidelines* will help protect the traditional urban fabric from inappropriate new construction, misguided rehabilitation, and unwanted demolition; while assuring that new work is compatible with the goals of adjoining property owners, the community, and the city. They will, in turn, significantly benefit and protect the economic value of the properties overall and preserve the legacy of High Street's unique historic patterns of development and character-giving 19th- and 20th-century buildings. With the infusion of new development and the careful treatment and preservation of existing buildings, the old and new can invigorate each other in a creative environment.

To enhance the diversity of buildings and environments along High Street, significant portions of the *Guidelines* are context-specific. Eleven zones, each possessing distinct characteristics, have been identified for the University/High Street corridor. In each zone, individual goals and standards are stated that would enhance its special character. These zones are identified and described on pages 19-27.



**The University/
High Street Guide-
lines give direction
to building
improvements and
new construction
for the purpose
of achieving a
cohesive, quality
environment
of pedestrian-
oriented mixed
uses.**

URBAN DESIGN PRINCIPLES

The following core urban design principles have emerged from years of district-wide planning and have been articulated most recently in the *Plan*. These principles address and integrate the many facets of High Street's rich and varied personality and provide the structure for a renewed vision of a 21st-century "Main Street" that enhances and reinvigorates the street—physically, socially, and economically. Based upon these principles, the *Guidelines* reflect community values and recognizes the opportunity for increased economic vitality.



High Street should be a common ground that draws all elements of the area's diverse community, as well as visitors.

As identified in the *Plan*, High Street should be...

Viewed as common ground...

- offering a mix of uses and public spaces that draws the full spectrum of the area's diverse community and its visitors to shop, learn, eat, play, browse, live, and work together.

Enjoyed as a walkable street that invites pedestrians..

- lined with uses that engage pedestrians and generate activity day and evening;
- enlivened by outdoor public places in which to sit and eat, meet friends, people-watch, read or enjoy the weather;
- enhanced with public art, innovative street furniture, landscaping, and other pedestrian amenities;
- enhanced by extensive visibility into street-level interiors for shopping and browsing.

High Street should be a walkable street that welcomes pedestrians, along the lines of State Street in Madison, Wisconsin.



introduction



New economic opportunities, such as this proposed bookstore on High Street, can bring significant benefits—rehabilitation of notable older buildings, outdoor dining facing the street, employment, and others.



High Street's revitalization should build stronger links to adjacent neighborhoods.



High Street's revitalization should blend preservation and new design of spirit and energy, as in Boston's dynamic Point area.



High Street should have a distinctive public realm, marked by an artful streetscape, as in Denver's Lower Downtown District.

Supported by essential infrastructure and management that make the street convenient and comfortable to use, such as...

- safe, sufficient, and well-located parking;
- functional pedestrian and vehicular circulation systems;
- sufficient marketing, maintenance, and security.

Strengthened by diverse economic opportunities that benefit the community with...

- a wide variety of new jobs and entrepreneurial opportunities that reflect the diversity of its residents;
- new retail and entertainment uses that draw people to enjoy the street and, consequently, enhance the viability of existing businesses;
- new uses for existing buildings that convey High Street's historic character;
- housing opportunities in rehabilitated and new buildings;
- sufficient density to support social and economic vitality.

Appreciated as a pedestrian-friendly place, a seam...

- easily and safely crossed by pedestrians, particularly at points that support circulation among the campus, the street, and adjacent neighborhoods;
- along which friction between pedestrians and vehicular traffic is minimized, such as by using curbside parking as a buffer.

Linked to adjacent neighborhoods...

- through uses that serve the spectrum of the area's population;
- through design, materials, and massing of buildings that relate visually to the surrounding residential buildings;
- through the use of architecturally developed rear facades with a high degree of transparency;
- by public spaces that attract people to enjoy High Street as a focus of community life;
- by well-maintained alleyways and rear service and parking areas;
- by handsome local streets and pleasant, well-maintained pedestrian connections with street trees and other appropriate streetscape elements and transitional signage.

Enhanced by quality design and construction, both traditional and cutting-edge in character, and...

- expressed in old or new buildings by a traditional rhythm of facades and other qualities designed to enhance the pedestrian experience;
- marked by both the preservation of historically significant buildings and new architecture of spirit and energy;
- achieved in every case by quality materials and well-crafted details.

Enlivened by a distinctive public realm...

- expressed in private-sector signage and other graphic identification and design details that convey the area's unique and diverse personality;
- enhanced by artful streetscape elements.

The Value of Guidelines

Established development and design guidelines have proven to be a critical economic development tool in the revitalization of traditional “Main Streets,” as well as in the promotion and preservation of historic and neighborhood commercial areas, both in Columbus and throughout the nation. They have promoted reinvestment by ensuring that individual improvements collectively reinforce and enhance a street’s character and pedestrian nature. When uniformly applied, guidelines can spur investment by providing a measure of assurance that one’s investment will not be devalued by an inappropriate, low-quality development nearby. Guidelines also ensure that new development appropriately contributes to the overall character and economic vitality of the street. Many corridors without such guidance have resulted in significantly underperforming uses, a hodgepodge of development types, a weakened pedestrian environment, and an underutilization of valuable urban property.

When accompanied by a review process, guidelines provide the review body with a framework for the objective evaluation of development



All the building blocks for contemporary urban commercial districts, including fast-food restaurants, can be planned and designed to create a 21st-century Main Street.

proposals. By following guidelines, property owners and developers can design projects in accordance with the community’s expected level of quality and visions for future development. Without guidelines, the University Area risks future development that may be haphazard and inconsistent with its vision. Badly sited, poorly designed, or shoddily built projects not only result in a loss to the owners and users, but significantly undermine efforts to insure the long-term viability of High Street and the surrounding neighborhoods. By contrast, good design reinforces the quality and competitiveness of the business environment.



THE REVIEW PROCESS

Where Do The Guidelines Apply?

The *Guidelines* apply to all properties within the University/High Street corridor, generally bounded by Glen Echo Ravine on the north, Pearl Street on the east, Fifth Avenue on the south, and Wall Street on the west, except between 11th Avenue and Lane Avenue west of High Street; and including all other nonresidentially-zoned properties within the Impact District.

Additional standards, administered by the Historic Resources Commission, apply to those portions of the city's Northwood Park Historic District within the corridor (see the Impact District map on page 76).

When Do The Guidelines Apply?

Any property owner, business owner, developer, or others seeking a permit or zoning clearance for new construction, rehabilitation or other alteration that affects a building's exterior, changes in the site, a curb cut, or a graphic are subject to applicable *Guidelines*. Normal maintenance or repair—not involving a change in material, design, dimensions, shape, or arrangement—does not require a Certificate of Approval. Though a Certificate of Approval is not required for a demolition permit, it is required for the

resultant changes in the property; therefore, it is prudent to consult the *Plan*, the *Guidelines*, and consult with the University Area Review Board prior to making a demolition decision.

When a zoning change or variance request falls under a stated guideline, the University Area Review Board shall review such request and forward a recommendation to the appropriate decision-making body. A zoning change that does not affect the goals or principles herein, or does not fall under a guideline that applies to the change, is not subject to review by the University Area Review Board. The University Area Commission will continue to review and recommend on all rezonings, variances, and demolitions, in accordance with its statutory functions and duties. All public bodies hearing matters regarding zoning changes or variances are urged to refer to this document for applicable guidance.

Who Administers The Guidelines?

The University Area Review Board (hereafter referred to as “Review Board”) comprises members with professional and neighborhood expertise who are appointed by the Mayor to administer the *Guidelines* through a review and approval process. The establishment and duties of the Review Board are set out in the Zoning

Code. Prior to the issuance of any zoning clearance, building permit, or graphic permit, all applicable projects within the University/High Street corridor must be reviewed and approved by the Review Board. Upon determination that a project is consistent with the intent and purposes of these *Guidelines*, the Review Board will issue a Certificate of Approval. Such approval is needed before a permit can be obtained.

In order for the Review Board to conduct design review in a manner that reflects the unique urban design challenges and opportunities inherent in each site and proposal along this highly diverse street, no review findings are intended to set a precedent. Each proposal will be viewed as a unique and important contribution to High Street's quality and character.

Even if improvements do not require review by the Review Board, other public groups, such as the City Council, the Development Commission, the Graphics Commission, the Building Commission, the Board of Zoning Adjustment, and the various city departments, should use these *Guidelines* and the Plan when deciding on matters that effect the character and quality of the public environment along High Street.

Applying for a Certificate of Approval

To obtain a permit or other final clearance from the city, a Certificate of Approval must first be obtained from the University Area Review Board. To have a project reviewed by the Review Board, a completed application conveying all the necessary information about the proposed work must

be submitted to the Review Board staff of the city's Planning Office. The applicant then presents the proposal to the Review Board and requests that a certificate be issued.

Additionally, it is the intent that the established procedures of Columbus City Code sections 3116.04 through 3116.09 governing the application and issuance of a certificate be followed. Consult the city's *Columbus Development Guide* for information about submission materials, permits, and other processes. Though materials requested by the Review Board may vary somewhat from those required for a building permit, the site plan requirements are the same.

To initiate the approval process, follow these steps:

Step 1

Consult the *Guidelines* and the *Plan* before planning a building activity. While not mandatory, applicants may find it beneficial to consult with the Neighborhood Design Assistance Center before beginning planning and design.

Step 2

Complete the Certificate of Approval application as early as possible in your process and include:

- *for new construction or addition*—a site plan showing abutting streets and footprints of adjacent buildings, a service plan, floor plans, sections and fully detailed elevations showing heights of adjacent buildings, details of critical architectural elements, samples of materials and colors, and photographs of the existing building and adjacent buildings.
- *for an exterior alteration*—sections and fully detailed elevations, details of critical architec-

review process

tural elements, samples of materials and colors, and photographs of the existing building and adjacent buildings.

- *for a site improvement*—a site plan showing topography, plantings, fencing, walls, pavement, and other landscape architectural features; and, if applicable, construction drawings and material samples of the improvement.
- *for a curb cut*—a site plan showing the circulation pattern, neighboring structures, dimensions, details, and materials; a service plan; and an evaluation of the proposal by the city’s Traffic Engineer.
- *for a graphic*—photographs of the existing building and signage, elevation and section showing the size and location of the proposed graphic, a drawing of the proposed graphic with dimensions, colors, materials, and method of illumination.

Step 3

Submit a complete application, conveying all the necessary information about the proposed work to the Review Board staff no later than ten days prior to a scheduled meeting. All relevant items on the application checklist must be submitted with the application. A proposal will not be placed on the agenda if the application is not complete. Applicants are encouraged to submit early and discuss their application needs with staff.

Step 4

Attend a regularly scheduled meeting of the Review Board and present your proposal. After reviewing the application, the Review Board will either:

- approve the application as submitted or with approved changes;
- continue the application to another meeting; or
- deny the application.

Appeals Process

If the Review Board determines that an application is inconsistent with the intent of these *Guidelines*, it may table or deny the Certificate of Approval. The reasons for denial will be conveyed to the applicant. Within ten days of receipt of the denial, the applicant may choose to submit an alternative plan, request a rehearing based solely on substantial economic hardship, enter mediation, or file an appeal with the Board of Commission Appeals.

The alternative plan must be a new or revised proposal that addresses the issues of contention. Procedures for a rehearing are pursuant to Columbus City Code section 3116.19. Procedures for mediation are pursuant to Columbus City Code section 3116.10 (C), (D) and (E). An appeal of a finding or determination of the Review Board based on a claim of substantial economic hardship may be taken to the Board of Commission Appeals in accordance with the provisions of Columbus City Code chapters 3116 and 3118. An appeal of the Board of Commission Appeals’s decision or for any reason other than substantial economic hardship may be made to the courts.

HIGH STREET CHARACTER

Overview

The presence of The Ohio State University campus in the center of the High Street corridor divides the corridor visually and functionally into three major sections:

- **South Sub-Area:**
Fifth Avenue to Chittenden Avenue
- **Campus Sub-Area:**
Chittenden Avenue to Lane Avenue
- **North Sub-Area:**
Lane Avenue to Glen Echo Ravine



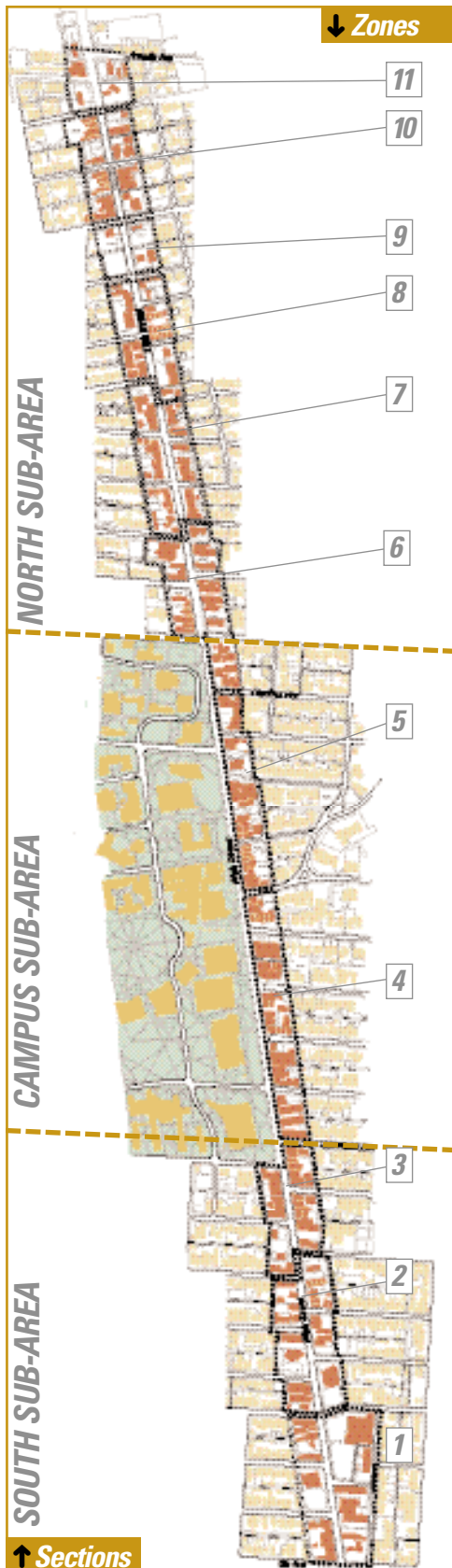
South Sub-Area is an area of transition. It links the vibrant, revitalized Short North district of the Neighborhood Commercial Revitalization Program to the campus area. The south sub-area contains handsome older buildings, traditionally having uses oriented towards student entertainment. The Short North contains many rehabilitated buildings with businesses appealing to both

students and visitors seeking unusual and vintage clothing, shoes, and other items. However, the area in between is an eroded fabric of large-lot, low-density, auto-oriented businesses of both aging post-war and recent suburban style. The area west of High Street is further linked to the Short North and the Victorian Village Historic District in that all are part of the National Register of Historic Places Near North Historic District.

The **Campus Sub-Area** is defined by the green edge of The Ohio State University campus on the west side of High Street and relatively dense commercial uses on the east side. Both sides have high levels of pedestrian and bicycle traffic. Vintage early 20th-century buildings—including courtyard apartments and unique former houses with front additions for commercial uses—still characterize the area.



This section of High Street is the focus of social and commercial activity in the district, especially for students. The intersection with 15th Avenue is generally seen as the symbolic front door to the University Area. With no curbside parking and



the closure of four local streets, car circulation is confusing for the uninitiated visitor. The traditional service alley, Pearl Street, provides rear access, parking, and servicing for the High Street properties.



North Sub-Area is a more diverse environment with residential blocks, auto-oriented uses, and nodes of historic commercial buildings. Intact blocks of original residential-only structures bring the character of the adjoining neighborhoods to High Street. This is particularly evident where the Northwood Park Historic District fronts High Street. Old North Columbus, the first settlement in the University Area, contains approximately three-fourths of the original mid-19th-century town. This commercial node is a part of the Old North Columbus District of the Neighborhood Commercial Revitalization Program.

Along its commercial sections, the north sub-area is an area in transition, where recent auto-oriented development of low buildings set back from the street behind parking areas has replaced an older, denser pattern of mixed-use buildings that

high street character

formed a continuous wall at the street's edge. While this section serves many of the needs of the permanent residential population, the unique businesses and entertainment uses also draw students and visitors to the area.

Zones

Within the University/High Street corridor, eleven distinct zones have been identified. These zones reflect differences in building type and use, visual character, economic vitality and redevelopment potential.

Each zone description includes annotations that summarize its urban character and suggest general goals for making improvements within the zone. Though each goal may not apply to every project, a project should achieve all applicable goals to the extent possible. Specific standards are listed to ensure an appropriate framework for redevelopment. The zones are delineated on the accompanying map.

Zone 1

5th Avenue to King & 7th Avenues

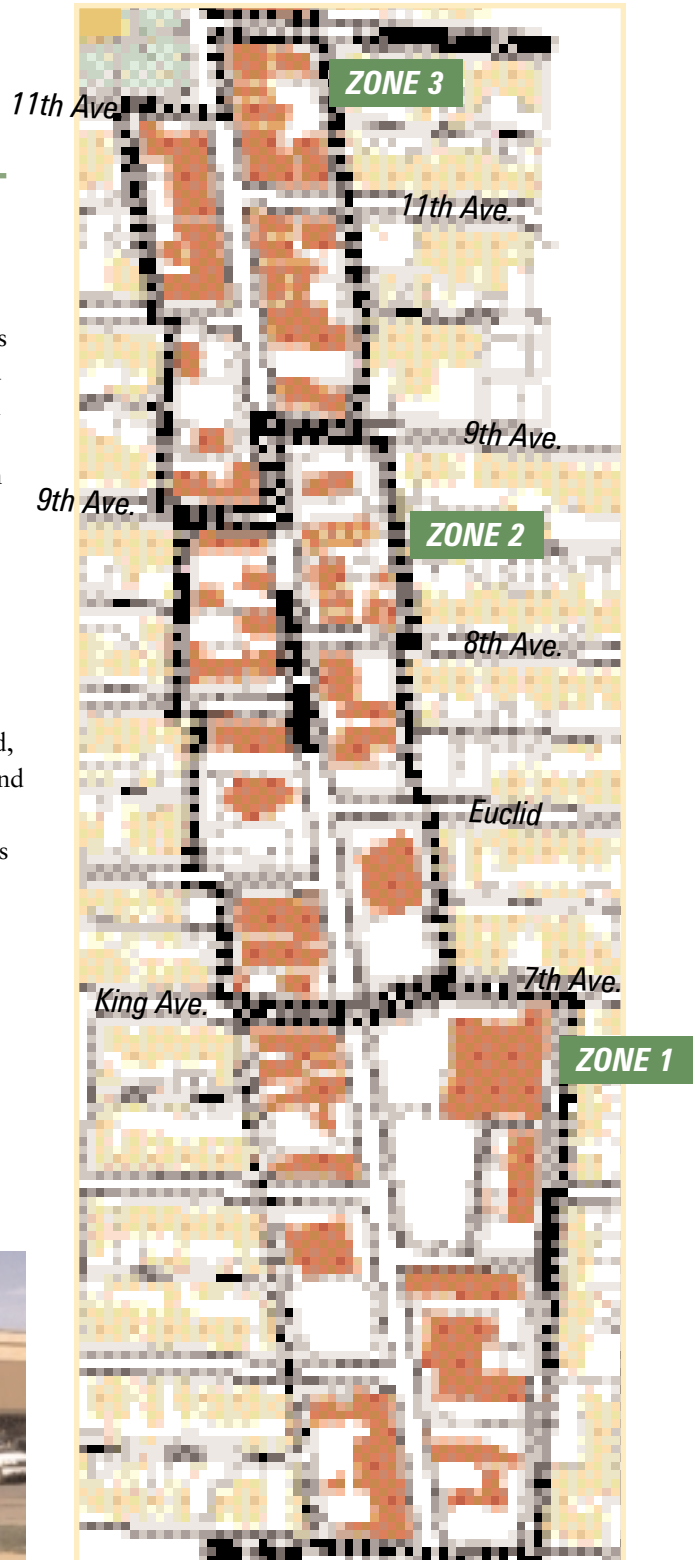
Character: The streetwall of traditional commercial buildings is significantly eroded by modern single-use developments on large lots with extensive off-street parking. Large lots and underutilized parking areas allow for additional development and redevelopment opportunities. Some handsome traditional buildings remain on both sides of street.

Goals:

- Fill the gaps in the streetwall with multistory, mixed-use buildings to create a sense of continuity with the Short North and to restore a more pedestrian-oriented and -friendly street.
- Maintain the Kroger presence with an updated, larger store that accentuates the intersection and reinforces the street.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.

Redevelopment Standards:

- Height: 1 to 3 stories
- Setback: 0'





Zone 2

King & 7th Avenues to 9th Avenue

Character: Eroded urban fabric is mixed with some handsome facades. Several sites offer redevelopment potential. Areas with extensive surface parking offer opportunities for additional development.

Goals:

- Strengthen the streetwall by developing underutilized lots with a mix of retail and residential uses to restore a pedestrian-friendly experience.
- Ensure library expansion relates well to the street's pedestrian orientation.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.

Redevelopment Standards:

- Height: 1 to 3 stories
- Setback: 0'

Zone 3

9th Avenue to 11th & Chittenden Avenues

Character: Traditional “South Campus,” marked by a concentration of bars and other student-oriented uses. Includes some handsome historic facades as well as traditional buildings that have been substantially altered. Vacant land, surface parking, and deteriorated buildings offer significant redevelopment opportunities. This zone opens to the “park-like” character of the campus edge and serves as a gateway to the campus from the south and east.

Goals:

- Redevelop as a lively destination for the entire university community and others. Redevelopment should be mixed-use, with extensive retail and entertainment facing High Street, together with housing and office uses. New buildings and uses should reinforce pedestrian activity by including such elements as transparent storefronts, lively entrances, and outdoor dining and gathering areas.
- Further develop the sense of “gateway” at 11th Avenue.
- Integrate existing primary character-giving buildings and/or facades into new streetwall.



Redevelopment Standards:

- Height: 2 to 3 stories, with a special allowance for up to 5 stories at 11th Avenue
- Setback: Sufficient to create a 15-foot-wide public-private sidewalk between the building façade and street curb, except where this would interrupt an existing continuous streetwall of 60' or greater.

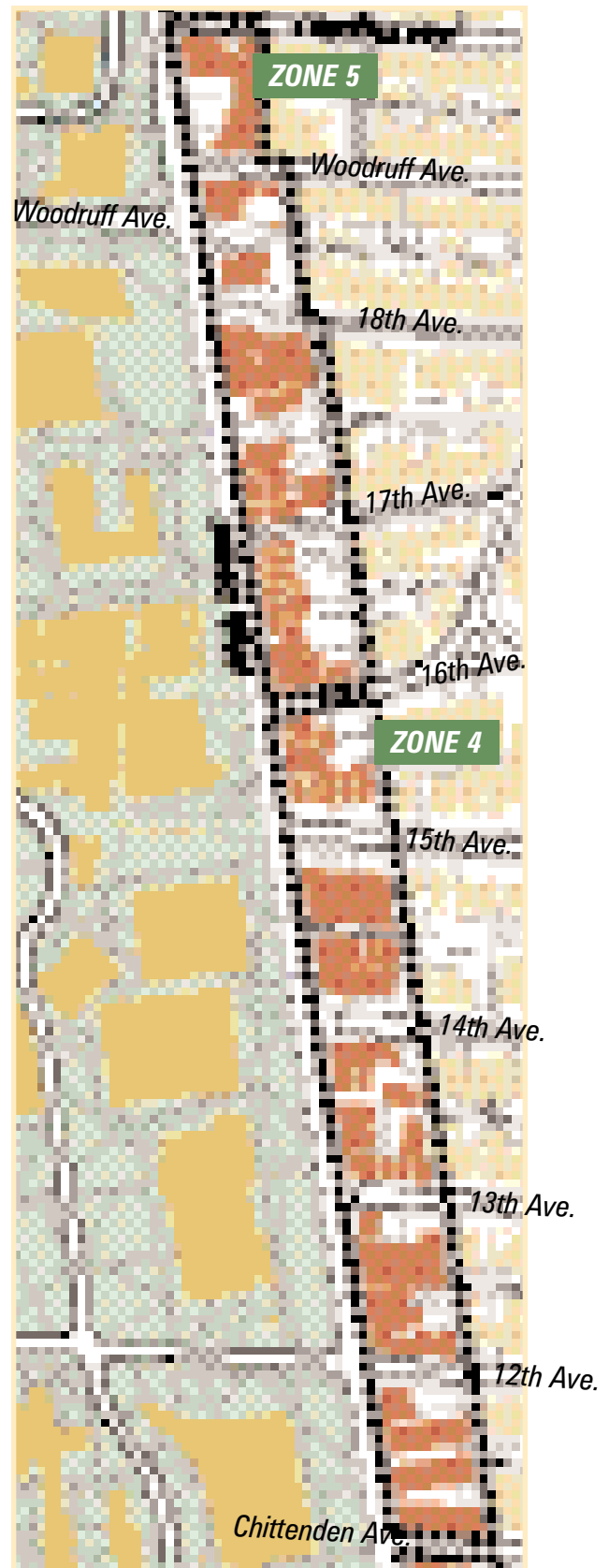
Zone 4

Chittenden Avenue to 16th Avenue

Character: Traditional commercial buildings with many active street-level uses form a campus edge. A mixture of traditional retail uses, entertainment and dining establishments, and residential uses enliven this zone. Buildings such as the courtyard apartments, which are unique to High Street, and the Newport are significant to the history of the area and contribute to its character. Some residential buildings, particularly at ground-floor level, have been converted to retail uses to meet the need for a variety of businesses. The corner of 15th and High, long considered the epicenter of this area, is strategically located for intense development. Several one-story buildings also present opportunities for redevelopment.

Goals:

- Foster a variety of new commercial uses through the redevelopment of underutilized properties.
- Provide uses and building designs that contribute to a pedestrian-friendly frontage



and a continuous active streetscape. Where appropriate, provide outdoor spaces to animate and enhance the sidewalk environment.

- Create a public square at 15th Avenue as a focal point for the district and to reinforce the traditional entrance to OSU. Promote active uses and building designs to reinforce the square's significance.
- Maintain traditional residential uses.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.

Redevelopment Standards:

- Height: 2 to 3 stories, with a special allowance for up to 4 stories at 15th Avenue
- Setback: Sufficient to create a 15-foot-wide public-private sidewalk between the building façade and street curb, except where this would interrupt an existing continuous streetwall of 60' or greater.



Zone 5

16th Avenue to Frambes Avenue

Character: Some traditional commercial buildings with active street-level uses, some typical fast-food developments, and buildings that turn a blank wall to the street characterize this commercial edge. A mixture of traditional retail uses, entertainment and dining establishments, and residential uses enliven this zone. A bit of development history is evident where one-story commercial structures have been added on to the fronts of turn-of-the-century houses.

Goals:

- Foster a variety of new commercial uses through the redevelopment of underutilized properties.

- Provide uses and building designs that contribute to a pedestrian-friendly frontage and a continuous active streetscape. Where appropriate, provide outdoor spaces to animate and enhance the sidewalk environment.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.

Redevelopment Standards:

- Height: 2 to 3 stories
- Setback: Sufficient to create a 15-foot-wide public-private sidewalk between the building façade and street curb, except where this would interrupt an existing continuous streetwall of 60' or greater.

Zone 6

Frambes Avenue to Northwood Avenue

Character: This zone contains an equal mix of commercial and residential uses. Though much of the zone contains newer site-intensive uses—fast-food establishments, a gas station, carry-out, and a community center—a traditional block-face of commercial buildings, including a converted movie house, remains, as do several courtyard apartment buildings. Lane Avenue, an entrance to the Indianola Forest Historic District and the northern edge of campus, serves as an east-west arterial, resulting in a high level of traffic at the intersection. This zone opens to the “park-like” character of the campus and serves as a gateway to the campus from the north and west. Opportunities exist to redevelop to a more pedestrian-friendly environment and an architecturally significant gateway.

Goals:

- Redevelop and reinvigorate properties at Lane Avenue with uses and building designs that contribute to a pedestrian-friendly environment.
- Further develop sense of “gateway” to campus and the Indianola Forest Historic District at Lane Avenue.
- Maintain traditional residential uses.

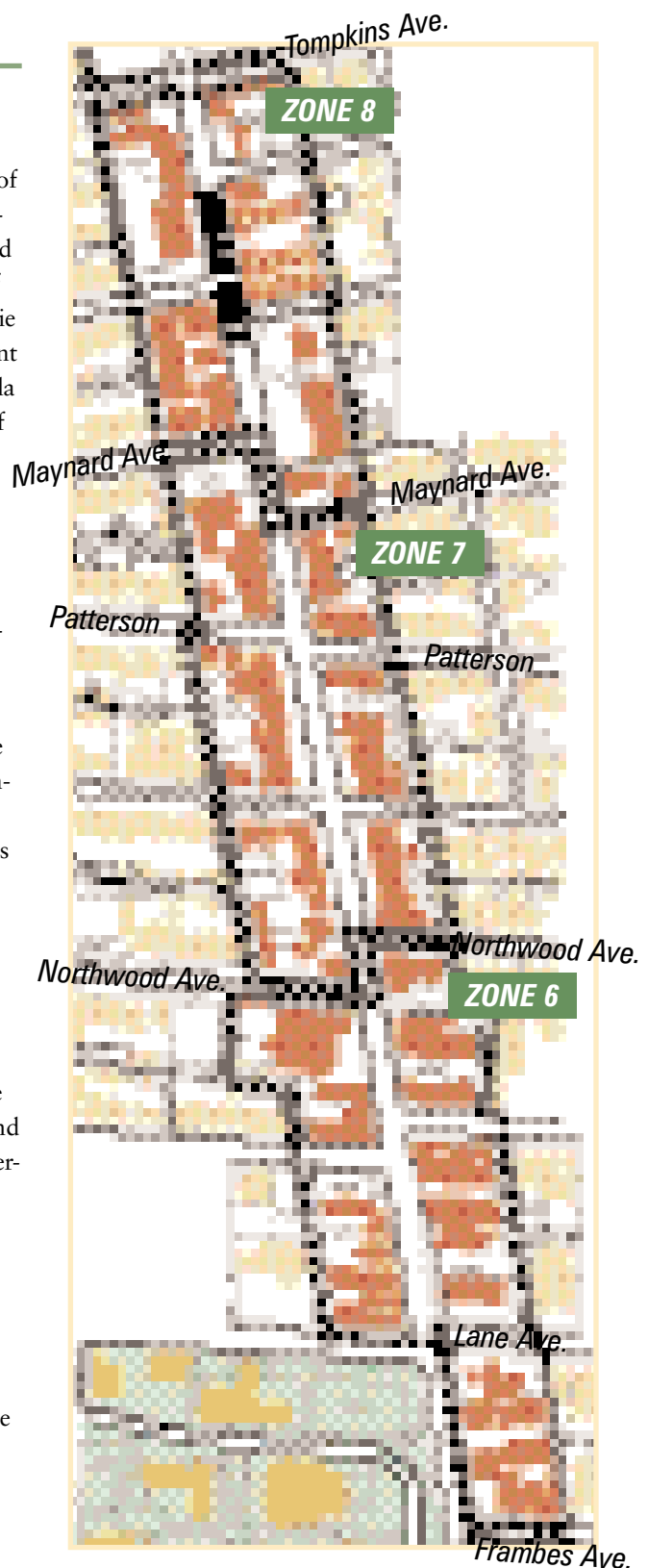


- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.
- Provide street amenities and

streetscape improvements to foster an active pedestrian environment.

Redevelopment Standards:

- Height: 2 to 3 stories, with a special allowance for up to 5 stories at Lane Avenue.
- Setback: Follow the established setback and reinforce the streetwall where necessary.



Zone 7

Northwood Avenue to Maynard Avenue

Character: An unusually intact ensemble of older residential buildings characterizes this zone. Though most remain as residences, some of the houses have been converted into small businesses and restaurants. The animation associated with outdoor dining and the unique flavor provided by the ethnic mix of businesses and restaurants contributes to the zone's character. The Northwood Park Historic District (east Northwood and Oakland Avenues) reaches onto High Street and is marked by stone/brick stanchions. Some row house buildings that front side streets also have street-level commercial uses, which adds to pedestrian activity. A consistent change in platting



begins in the zone, with many buildings now orienting perpendicular to High Street. In conjunction with the rise in topography, most of the houses are set back from the

street. Maynard Avenue to Patterson Avenue is part of the Old North Columbus District of the Neighborhood Commercial Revitalization Program; streetscape improvements, however, will extend southward to Lane Avenue.

Goals:

- Preserve residential character. Encourage residential uses and compatible adaptive reuses where appropriate.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.
- Extend street amenities and improve streetscape to provide visual continuity with the Old North Columbus district.

Redevelopment Standards:

- Height: 2 to 3 stories
- Setback: Follow the established setback and reinforce the streetwall where necessary.

high street character

Zone 8

Maynard Avenue to Tompkins Avenue

Character: Newer suburban-type, site-intensive commercial developments mix with older, zero-setback buildings. Continued presence of residential, often set behind commercial buildings on west side of High Street. Traditional row house apartments remain. Some newer residential structures conform to urban streetwall but are otherwise visually uninteresting. Businesses often serve the adjacent neighborhoods and continue the ethnic mix of zones to the south. Being a part of the Old North Columbus District of the Neighborhood Commercial Revitalization Program, this zone presents excellent redevelopment opportunities.

Goals:

- Arrest encroachment of low density, suburban-type development and renovate or redevelop underutilized sites.
- Maintain traditional residential uses.
- Rehabilitate primary character-giving buildings and remove inappropriate and negative character-giving elements.
- Reuse front setbacks for pedestrian activity.
- Enhance the streetscape with right-of-way improvements.



Redevelopment Standards:

- Height: 1 to 3 stories
- Setback: Follow the established setback and reinforce the streetwall where necessary.

Zone 9

Tompkins Avenue to Hudson Street

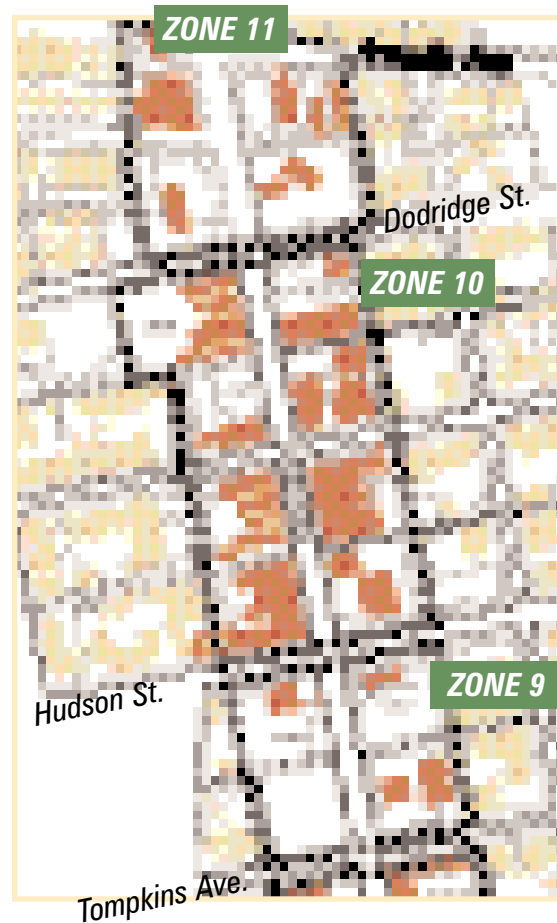
Character: Entire zone consists of suburban-type developments—that is, one-story, single-use buildings separated from the street by large parking areas. No streetwall exists. Hudson Street is a key east-west street. Being a part of the Old North Columbus District of the Neighborhood Commercial Revitalization Program, this zone is presented with excellent redevelopment opportunities.

Goals:

- Redevelop with buildings and uses that reestablish a pedestrian-friendly street and reinforce the character of traditional buildings.
- Establish a street edge and enhance the streetscape with right-of-way improvements.

Redevelopment Standards:

- Height: 1 to 3 stories
- Setback: Follow the established setback and reinforce the streetwall where necessary.



Zone 10

Hudson Street to Dodridge Street

Character: This zone contains the most intact fabric of historic commercial buildings, dating from 1850 to 1930. In context, the buildings exhibit an eclectic mix of styles and mass that provide a distinctive yet congruous urban fabric of streetfront retail. A few intrusions have occurred in the traditional urban fabric, particularly at the eastern corners of both Hudson and Dodridge streets. A hardware store has been central to the area for many years. Being a part of the Old North Columbus District of the Neighborhood Commercial Revitalization Program, this zone is presented with excellent improvement opportunities.



Goals:

- Foster economically viable uses for older buildings to enable their continued use.
- Rehabilitate primary character-giving buildings, remove inappropriate and negative character-giving elements, and preserve the streetscape fabric.
- Enhance the streetscape with right-of-way improvements.

Redevelopment Standards:

- Height: 2 to 4 stories
- Setback: 0'

Zone 11

Dodridge Street to Glen Echo Ravine

Character: Although the area has strong historic connections to North Columbus, it did not develop commercially until later in the 20th century. Any semblance of urban fabric and pedestrian amenities has been eroded by the heavy concentration of suburban-type developments. Arcadia Avenue and Dodridge Street serve as prime east-west streets. Though Glen Echo Ravine isn't perceived from High Street, it still is a strong natural edge between the University and Clintonville neighborhoods.

Goals:

- Redevelop in a scale and plan appropriate to a potential gateway site, which may include parking that also supports Zone 10 redevelopment.
- Redevelop with buildings and uses that reestablish a pedestrian-friendly street and reinforce the character of traditional buildings.
- Establish a street edge and enhance the streetscape with right-of-way improvements.



Redevelopment Standards:

- Height: 1 to 3 stories
- Setback: Follow the established setback and reinforce the streetwall where necessary.

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A note on using these guidelines

The opening statement in each section, in plain text, introduces the topic's importance and the goals for the guidelines in this area.

Text in italics states the objective of the guidelines under that topic or the condition under which it applies.

- **Individual guidelines, in bold bullet form, are listed for each objective.**

Sometimes more specific advice is included. Sketch drawings illustrate many of the guidelines, while photographs give examples of positive applications of the guideline or, in some cases, illustrate what should be avoided under the guidelines.

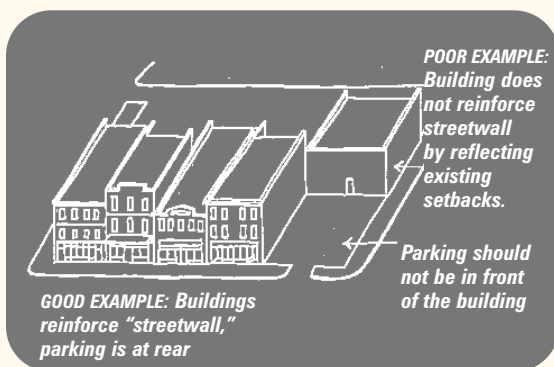
1 Site Planning

The appropriate location of buildings on their site and in relation to their neighbors is one of the most effective ways to reinforce the valued character of older commercial districts, provide easily accessible and convenient parking and to allow safe pedestrian movement to and from businesses.

Unless otherwise noted, the following guidelines apply to portions of buildings facing High Street and the side avenues.

Commercial Streetwalls and Setbacks

Most of the structures in the University/High Street corridor are older commercial buildings built at the sidewalk edge. Buildings are adjacent to each other, creating a continuous streetwall. The streetwall is important to preserve because it borders and encloses the pedestrian space, makes walking along the street safer and more comfortable, and ensures that the streetscape is visually



Buildings set far back from the sidewalk (top photo) erode the streetwall. Some offer blank walls and unused spaces to the pedestrian. Others (bottom photo) designed for car access, clutter the visual landscape with signs competing for drivers' attention. Both types of sites represent very appropriate redevelopment opportunities.

interesting. These qualities are lost when buildings are set behind parking lots or when circulation between businesses occurs within the building.

Suburban type development with deep setbacks behind large parking areas erodes the traditional streetwall and interrupts the shopping experience, resulting in decreased sales. Most franchises can be designed to fit into an urban setting while still providing adequate parking and drive-in use. It is important to re-establish the tradition of building at the sidewalk edge and gradually restore the streetwall.

To maintain or restore the continuity of the streetwall:

- **Build at the sidewalk edge. On High Street in Zones 3, 4, and 5 (9th to Frambes Avenues), build at a setback sufficient to bring the width of the sidewalk to 15', except where**

guidelines : site planning

this would interrupt an existing continuous streetwall of 60' or more. In Zones 6, 7, 8, and 10, follow the established setback and reinforce the streetwall where necessary. (See "Urban Commercial Overlay Code.")

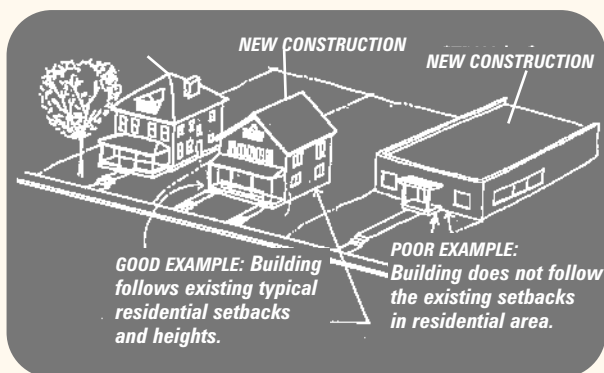
- Fill the entire width of the individual lot (typically 40' to 60'), excepting when a pedestrian passageway to the rear of the property is provided.
- For High Street frontages greater than 60' wide, articulate the building facade to convey the character of multiple buildings on multiple lots, none wider than 60'.
- Locate parking behind buildings—not between buildings and High Street or side avenues. (See "Urban Commercial Overlay Code.")

When adjoining buildings meet the sidewalk at an angle:

- Build with a setback that replicates the angle of at least one of the adjacent buildings.

When buildings have uneven setbacks:

- Match the setback of the building located closer to the prevailing sidewalk line of the block in which the building will be located.



New buildings backing onto Pearl Street should have sufficient rear setbacks (top) so that service vehicles will not impede circulation. Residential setbacks (above) combined with a rising topography east of High Street create a uniform residential character along several blocks north of Lane Avenue.

Along rear frontages:

- Allow sufficient room for business deliveries and public services, such as trash collection, without obstructing vehicular, bicycle, and pedestrian circulation.
- Within the Campus Sub-Area, provide a 5' setback to accommodate pedestrian circulation and improve visibility of vehicular traffic.
- Floors above three stories should be setback at least 20' from the right-of-way.

To animate a pedestrian-oriented space along High Street and to extend the public realm of the sidewalk:

- Buildings with less than 60' frontage may setback to accommodate pedestrian amenities, such as seating, outdoor eating, art, or vest pocket park, as deemed appropriate by the Review Board.

- **Provide seating and other pedestrian amenities in front of existing commercial buildings with large setbacks.**
- **Extend toward the sidewalk the interior space of a fast-food restaurant (additional seating), convenience store, or other retail or service building.**

Residential Setbacks

Zone 7, Northwood to Maynard Avenues, contains blocks of residential buildings. Although some properties have been converted to commercial uses, the zone retains its residential character. This intact residential character contributes to the mixed-use quality of the corridor, provides a visual and functional connection with the adjoining residential neighborhoods, and should be preserved and enhanced by new construction that replicates its scale and defining architectural elements.

To maintain the residential character of Zone 7:

- **New buildings should reflect the predominant residential character.**
- **Build new residential buildings with the existing residential front setback requirements, which range from 15' to 30' from the street.**
- **Conform to the minimum side yard setbacks allowed by the zoning code.**
- **Cover no more than one third of the lot depth, excluding porches, minor projections and detached outbuildings (outbuildings include garages or other non-commercial and/or residential structures).**
- **Locate parking behind buildings—not between buildings and High Street or side avenues.**



Traditional commercial buildings provided varying street mass using different story heights and cornice treatments.

Building Heights

A generally consistent building height within a neighborhood commercial district contributes to a cohesive visual environment, the quality of new design, and the potential for new investment. When combined with a requirement to build to the sidewalk edge, building height forms the streetwall, encloses the urban space, and improves the pedestrian environment. A minimum building height helps protect the urban character of older districts and enhances the visual quality of the street environment.

Each zone identified along the corridor has its own height parameters in recognition of their character and redevelopment potential. The number of stories indicated is considered optimum for that zone. However, at certain locations an evaluation of the various parameters affecting a project's feasibility might suggest that taller building heights may be appropriate, particularly when the proposed development is consistent with the recommendations of *A Plan for High Street: Creating a 21st Century Main Street*. Applicants are encouraged to meet with the Review Board

guidelines : site planning

early in the project planning process to determine the appropriateness of a greater building height at a specific location. As an incentive to encourage redevelopment of negative character-giving sites, increased heights may be considered for developments having at least two floors of housing.

Note that the height of a story will vary depending on its intended use and buildings of equal stories may have different building heights.

To maintain the urban character of older sections of High Street, enhance the pedestrian environment, and encourage redevelopment on sites where the traditional fabric has been eroded:

- **Build within the height parameters described for each zone on pages 20-27.**
- **Heights along Pearl and Wall Streets should be no taller than 3 stories.**
- **Maintain a minimum building height of 16' on all sites.**

Entrances

The orientation of building entrances on a main street concentrates pedestrian circulation along the street and reinforces one of the most valued characteristics of a neighborhood commercial

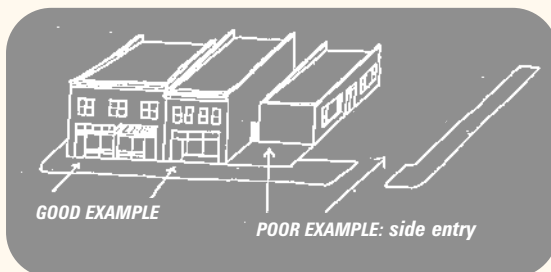
district. It also allows for a continuous visual relationship between sidewalk and storefronts which animates street life and improves the shopping experience.

To maintain the pedestrian orientation and visual interest of High Street:

- **Locate the main entrance of all commercial buildings on High Street, when the only or principal facade of the building is on High Street.**
- **On corner properties, locate the main entrance of a building on High Street or, with the approval of the Review Board, on a side avenue.**
- **Locate service and employee entrances at the rear of the buildings.**
- **Provide a secondary public entrance from the rear parking area when sufficient pedestrian traffic is expected to come from that direction.**
- **Treat the backs of buildings having public entrances as a secondary facade. Provide appropriate architectural treatment, including transparent glass doors and/or windows and signage, to enhance security and the increasingly important role Pearl and Wall Streets will have as gateways for those who access parking via these streets.**

Landscaping and Screening

Private landscaping of a property at the right-of-way, particularly for screening parking lots and service areas, enhances the pedestrian environment and increases the attractiveness and economic viability of the district. Large areas of unscreened asphalt adjacent to the High Street sidewalk



Deep setbacks (upper photo) in front of existing commercial properties—whether paved or landscaped but not meant to be used—are dead spaces on the street. They should be converted to usable spaces (lower photo) that invite and engage pedestrian activity and animate the street edge.



A buffer zone of 4' is sufficient to screen parking areas from streets, provided it is well-landscaped with evergreens and/or compact shrubs and hedges. Wrought-iron fences, in combination with landscaping, are particularly effective and attractive in urban environments.



create an uncomfortable environment for pedestrians and break the continuity created by the original buildings at the sidewalk edge. This space should be used for elements that help screen the parking lot, re-establish the street edge, and enhance the pedestrian experience of the street.

Low fences and walls are preferred to hedges as a screen in front parking and service areas. Hedges or other landscaping are encouraged, but must be supported by a maintenance commitment.

To minimize the visual impact of barren parking and service areas, redefine the street edge, and improve the pedestrian experience:

- **Along High Street and side avenues, screen parking lots and service areas with a low fence or wall, landscaping, and narrow canopied trees.**

- **Along Pearl and Wall Streets, screen parking lots and service areas with a low fence or wall.**
- **For properties that back onto Pearl or Wall Streets and that are being redeveloped or are sites of new construction, provide a low fence or wall.**
- **Landscape the edges of vacant lots and interim surface parking lots as per the landscaping and screening requirements for parking lots.**
- **Screen trash receptacles and dumpster areas from public view, with an accessible side for refuse collection.**
- **Screen ground-mounted and roof-mounted mechanical building equipment.**

2 Parking Lots and Garages

While High Street will remain a pedestrian-oriented environment, providing sufficient parking will be critical to the feasibility of many revitalization projects. In fact, parking within a short distance of most destinations increases the pedestrian use of a neighborhood commercial district and enhances the economic viability of its businesses.

Parking requirements should reflect the urban and pedestrian nature of High Street and recognize the overlapping use of parking or the multiple destinations of each user of a parking space. Small sites are particularly hampered in terms of expansion, change of use, or redevelopment by current off-street parking requirements. The preferred current locations for parking are on the street and behind buildings, along Pearl and Wall Streets. Off-street parking requirements may also be met off-site as well as on-site. If the nature of a use is unlikely to attract significant drive-in traffic and the space that use occupies is not suitable for it to become a “destination” establishment, a substantial parking variance should be granted. The parking needs for staff should be accommodated on or off-site as a minimum.

To accommodate High Street’s development potential, more parking is needed to supplement curbside parking. Therefore, a variety of parking facilities will be essential to support the long-term viability of desirable new retail, entertainment, and residential uses. These parking facilities will be strategically placed and shared by multiple

businesses to encourage people to walk between destinations along High Street. A parking authority will oversee parking agreements between property owners as well as build, maintain, and manage public parking facilities.

To reinforce the pedestrian orientation of High Street, recognize and protect its urban character, and support development on small sites:

- **Recognizing the uniqueness and value a character-giving building adds to the urban fabric, no additional on-site parking is needed when rehabilitating an existing primary character-giving building to a more intense use.**
- **In general, a project making a substantial architectural contribution and one that is consistent with both the *Plan* and the *Guidelines* should receive favorable consideration regarding a parking variance.**

To promote efficient vehicular circulation:

- **Provide a servicing plan that describes the operations of the project for deliveries, employee parking, access and egress, vehicle and equipment storage, waste storage and removal, and other operational needs.**

To optimize the use of the parking supply, minimize curb cuts, and improve circulation:

- **Enter into written agreements with adjoining property owners to share parking spaces, by alternating day and evening use or by other means. Shared parking spaces count toward**

the off-street parking requirements of all sharing parties.

- **Share points of access and egress when possible.**
- **Access for new parking lots and garages should be from side avenues or Pearl and Wall Streets.**

To enhance the urban character, improve pedestrian experience, and protect adjacent residential neighborhoods:

- **Do not locate parking lots or garages directly on High Street. All parking facilities should be screened from High Street by other buildings and uses (a landscaped buffer is not sufficient when creating new parking).**
- **Improvements to existing parking lots should include a hard or hard-and-soft screening treatment.**
- **Treat the main facades of parking garages on the side avenues and Pearl and Wall Streets as building facades, with the same requirements—articulated bays within expressed structural piers, main entrances on the street, and glass openings at the street level—as apply to new buildings.**
- **Do not build parking garages with blank walls at the street level. Provide 60% of the street-level facade with transparent openings.**
- **Provide a landscaped buffer zone of at least 15' between parking garages and adjacent residential properties. Plant trees, vines, shrubs or hedges of 3' minimum height (vertical landscape elements) in the buffer zone and maintain them in good health in all seasons.**
- **Provide continuous street-level lighting of all parking garage facades and openings.**

3 Building and Façade Design

The renovation and restoration of properties along High Street is a great opportunity to enhance the unique character of the district as well as to infuse it with creative and imaginative design. Whether restoring the architectural integrity of a historically significant building, or bringing new life to an aging storefront, simplicity and use of widely accepted standards, such as the Secretary of Interior's *Standards for Rehabilitation*, are key ingredients of a successful project.

Some of the most visually and functionally effective renovations involve removing layers of inappropriate materials. Revealing original structures and keeping architectural lines simple can be relatively inexpensive, visually appealing, and easier to maintain over time. Old photographs and historical data may provide the context for the original design and the role of its architectural



French windows and other types of openable walls enliven the street edge for both pedestrians and patrons.



New buildings should not present blank walls or nearly blank facades to High Street.

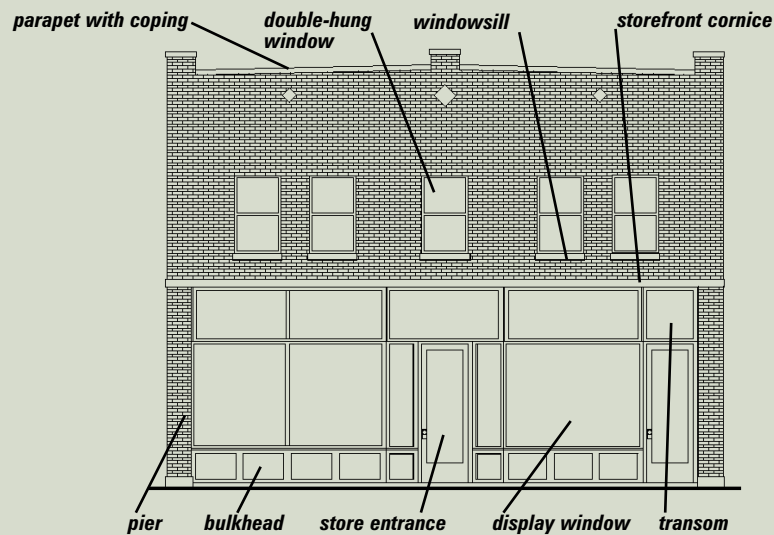
features. This might guide the owner's efforts to preserve or reconstruct significant original features of the building while providing functional and attractive building improvements.

The goal of rehabilitation is also to infuse new life into older buildings. Imaginative new designs and displays can contribute vitality and character to High Street while prolonging the life of valued structures and increasing the economic viability of the district. New storefronts of contemporary design can enrich the experience of street life and further the goal of creating a diverse and vibrant corridor.

To reveal original building lines, openings, facing materials, architectural features and trim:

- **Remove inappropriate additions such as false mansard roofs, false dormers, boxed-over parapets and cornices, boxed entrances and covered windows.**
- **Restore historic and contributing buildings to as much of their original condition as possible; refer to Appendix B, "The Case for Rehabilitation and Preservation."**

Glossary for Typical University-Area Commercial Structures



- Remove layers of inappropriate materials, such as imitation brick and stone, cedar shingles, metal and vinyl siding, and other covering materials.

To create new facades that will enhance the character of the corridor and add vitality to its street life:

- **Take cues from the best elements of High Street buildings and echo their qualities with new materials, composition and colors while keeping to similar scale and proportions.**
- **Contrast old and new; offset the changeable storefront facade against the permanent building structure.**
- **Communicate the nature of the business with design elements of material, shape and color.**
- **Provide ways of increasing the use of both the sidewalk and the business establishment, such as by installing French doors, continuous openable doors, or garage-door rolling windows to open up the business to the sidewalk during warm-weather months.**

Storefronts and Other Street-level Facades

The storefront is the public face of a business—its appearance reflects the quality of goods and services provided. Storefronts in a sequence give identity to a commercial district and its surrounding neighborhoods. The storefront is a contained entity, framed by piers on the sides, a storefront cornice at the top and the sidewalk at the base. The storefront typically consists of a bulkhead, display windows, and a transom. In historic or contributing buildings, original details and features should be retained whenever possible. New storefront designs should retain the scale and proportions of surrounding buildings and add inventive details, distinctive materials and new ways of engaging the pedestrian. The overall goal of storefront rehabilitation and new design is to enhance the diversity, urban character and distinctive personality of the University/High Street corridor with quality architecture.

guidelines : building/façade design

To create a lively, pedestrian-scaled environment at the street level:

- Contain the storefront or other street-level facade within the frame of the building, expressed by piers, and subdivide into smaller bays in keeping with typical bay widths of High Street.
- Accentuate vertical elements.
- Provide large display windows along the first floor to establish visual connection between interior and exterior.
- Maintain 60% of the storefront or other street-level facade visually open by using clear glass windows and doors.
- Use clear glass for display windows; opaque, smoked or reflective glass may be used for accent elements such as borders.
- Locate storefront windowsills, or the top of bulkheads, no higher than 30" above the sidewalk; for non-retail street-level facades, locate windowsills no higher than 42" above the sidewalk.

Important Parts of Individual Storefronts

Frame is the basic structure of the building within which the storefront should be set. In multiple-storefront buildings the frame should have a consistent finish throughout.

- The frame usually includes a band within which signs should be located.
- Use changes in materials, colors and design to distinguish between frame and storefront.

Display area establishes the individual identity of the store.

- Keep store window flush with frame, or slightly recessed (6"–12").
- Recess doorway.
- Keep window sill or bulkhead no higher than 30" and top of window no lower than 9' from sidewalk level.

Signage includes the use of different signs for different purposes. Do not obscure the frame or window display.

- Wall sign must fit within sign band if one exists.



- Projecting sign should be small; usually best mounted at end of sign band.
- Window sign—letters on glass, letters on board, or neon behind glass.

Awnings shade the sidewalk and the display area.

- Retractable awnings work best with traditional storefronts.
- Fixed awnings can work with newer buildings.

- **Locate all first-floor window tops no lower than 9' above the sidewalk.**
- **Use durable, smooth exterior-grade woods such as oak, redwood, poplar, and medium density overlay (MDO) board for finish surfaces of wood storefronts. Do not use rough cedar, pine, or pressure-treated lumber as finish surfaces. Avoid artificial materials, such as vinyl siding, on all street-level facades.**

When restoring or rehabilitating an historic storefront the following materials are recommended:

- **Use the same material for the piers as the upper story facade, except for cast iron piers.**
- **Build the storefront frame of wood, cast iron, bronze or black anodized aluminum, or enameled metal.**
- **Use wood doors with large glass panels.**
- **Use wood, brick, tile or polished stone for bulkheads.**

Doors

Entrance doors welcome visitors to a building. They prepare the customer for the commercial space beyond. Traditionally, entrance doors are made of wood and contain a large panel of glass that makes the entry experience and the business

more inviting. Recessed doorways add a three-dimensional quality to the facade, enhance the visibility of the window display by increasing angled views, and provide the opportunity for special paving in the entryway.

To create a visible and inviting environment at the street level, attract customers, and add to the safety of the pedestrian experience:

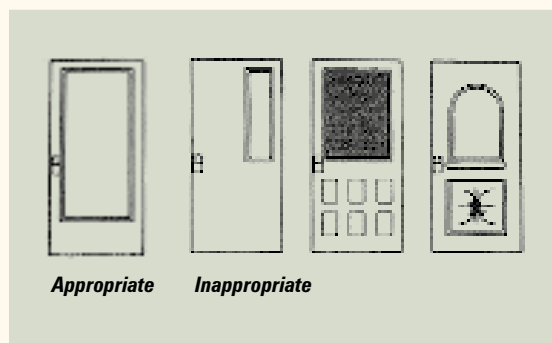
- **Provide entrance doors with a minimum of 70% of their area in clear glass.**
- **Recess doorways whenever possible.**
- **When installing new doors, use proportions and materials compatible with those of the building.**
- **Do not use doors with decorative grills.**

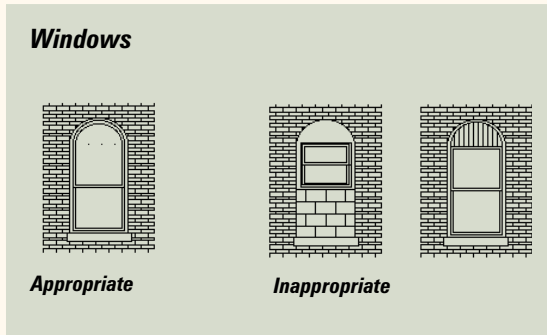
In historic buildings or contributing facades:

- **Refer to the Secretary of the Interior's *Standards for Rehabilitation* in Appendix B.**
- **Explore repairing original doors before considering replacement.**
- **If replacement is necessary, use the original design and material to maintain the original scale, proportion and architectural style of the building.**

Upper-Story Windows

Regularly spaced upper story windows create a repeated pattern for unity and are an integral part of the building design. Upper story windows are generally smaller than storefront windows at street level, are spaced at regular intervals and give scale and texture to the street edge formed by building facades.





To maintain a transparency of building facades, give scale and texture to the street edge, and preserve the architectural character, in new construction:

- **Provide upper story windows in new buildings, opening a minimum of 30% of the area of the upper story facade.**
- **Distinguish between street level and upper story windows.**
- **Accentuate vertical proportions in the design, spacing and dimensions of upper story windows.**

in historic buildings or contributing facades:

- **When performing repair or replacement work to upper story windows, match the original window in material, dimensions, and style.**
- **Do not fill in window openings with different sash configurations, smaller windows or different materials than were originally used.**
- **Do not block or board up windows; but if it is necessary to close an original window to accommodate interior changes for the building's adaptive reuse, maintain the original shape and details of the window opening.**
- **When installing storm windows, match the original window design to maintain the existing scale and proportion of the building.**

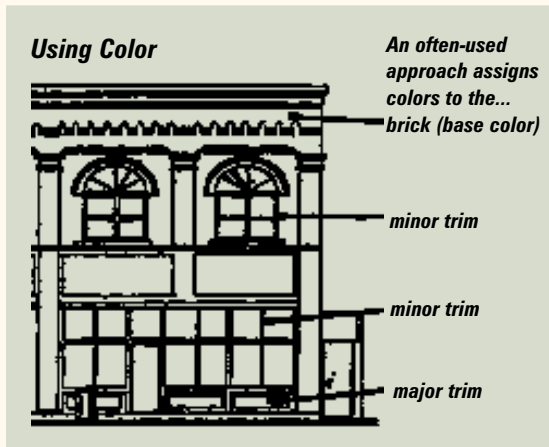
Color

Unifying a building and highlighting its storefront can be done effectively with color. Material and paint colors unite building elements and relate the building to others on the street. A good color scheme can make customers take notice of a business, while a poor color scheme does little to help the business or the neighborhood. Traditional and contemporary color schemes further the goal of increasing the corridor's visual diversity and vitality.

Many paint companies have developed color palettes specifically for historic properties; such as Benjamin Moore's Historic Colors, Glidden's American Color Legacy, Sherwin Williams Historic Colors, and Pratt & Lambert's Color Guide for Historic Homes.

In highlighting a contributing building:

- **In most cases, use up to three basic colors:**
 - 1 A base color that covers wall surfaces and storefront piers. This may be the original brick, wood siding, or other base material.**
 - 2 A second color for the major trim. On a wood building, the major trim can be the cornice, the storefront cornice, storefront columns, the bulkhead, window lintels, and window frames. On a brick building, the major trim can be the bulkhead, transom, and upper story windows.**
 - 3 A third color for the minor trim. Minor trim can be window sashes, doors, small details on the cornice or bulkhead, and the storefront frame.**



- Use more than three colors when the depth of exterior walls and complexity of detailing allow for several types of trim, sills and mullions, recessed entries and elaborate cornices. Each of these layers can be highlighted in its own color, within a harmonious range, against the base material of the building.

In highlighting a new or substantially rehabilitated building or storefront:

- Use neutral and subtle colors for wall surfaces, except where it can be demonstrated that a dominant color is appropriate.
- Use bold, contrasting or subtle colors for trim and accents.
- Use the color of building materials, including different types of glass and metal, as part of the color scheme.

Awnings

Awnings add texture to the streetscape, provide shelter for pedestrians and protect storefront displays from sun exposure. They convey merchants' concern for their building, their customers and their business district. Canvas awnings in a variety of colors, both solid and

striped, can add interest and variety to a building facade and call attention to a business. Awnings can provide a location for a graphic and add warmth to the appearance of a business.

To frame the storefront display windows, provide a transition between the storefront and upper facade and enhance the pedestrian experience along the street:

- Install awnings and canopies above storefronts, in designs, proportions and colors that fit the building.
- Mount awnings above the display window and below the cornice for one-story buildings or second-story windowsills for taller buildings.
- Design awnings to accentuate the structural module of the facade.
- Project the awning 2' to 5' from the face of the building.
- Do not use vinyl or internally-lit awnings.
- Traditional awnings without side panels are preferred over bullnosed or suburban type awnings.

Lighting

Exterior lighting is important to the success of storefront design and furthers the goal of enhancing the pedestrian experience. Lighting



Awnings protect storefronts, enhance the pedestrian experience on the sidewalk, and add visual interest to commercial buildings.

guidelines : building/façade design



At night, well-lit stores create a welcoming atmosphere for passersby and are more likely to be visited by customers.

that highlights the sign and display area is often more effective than general lighting of the entire storefront. The tradition of using neon lights for signs, displays, streetscape elements and building ornamentation should be recalled and reused in new designs.

Use night lighting to animate the streetscape, prolong street life after business hours, and increase pedestrian safety:

- **Light storefront facades, recessed doorways, outdoor spaces, parking areas, and passage ways between parking areas and storefront entrances.**
- **Use up or down flood lighting to light primary building facades.**

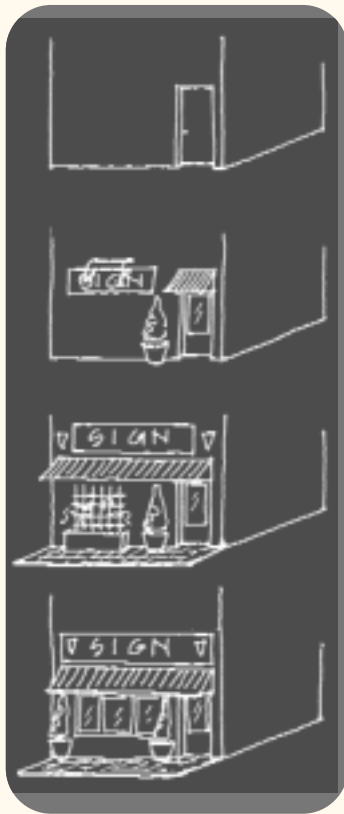


Lighting the display areas of stores, even when they're not open during the evening, increases pedestrian safety, enlivens the street, and effectively promotes the business.

- **Orient lights to highlight the main sign, window displays and architectural features of the building.**
- **Use strong incandescent light fixtures to light window displays.**
- **Locate and angle light fixtures to ensure that they spotlight the merchandise and do not point toward the window shopper or cause distracting reflections on the storefront window.**
- **Use micro-fluorescent or neon tubes to highlight signs, displays, roof lines and architectural details.**
- **Avoid "light spill" onto adjacent noncommercial properties.**

4 Backs of Buildings

All sides of a commercial building have the potential to contribute to the success of the business within. To enhance the pedestrian experience, the backs of High Street buildings that face parking areas off of Pearl and Wall Streets should provide second fronts or more attractive facades in recognition of the frequent use of these streets. Second



Designing a “second front” for the back of a building—for example, to face parking located off of Pearl Street—can be accomplished in several steps.

fronts, including entrances, signs, and display windows, increase the attractiveness and safety of the streets that service commercial buildings and improve the connection to adjacent neighborhoods. Second fronts can also draw additional customers, especially from shared parking areas.

When designing the backs of buildings:

- **If possible, provide transparent windows and glass doors to open the store to customers arriving**



Backs of buildings can become attractive and functional second fronts facing rear parking lots.

from the back; a minimum of 25% transparent glass at street level is recommended.

- **Locate rear signs above a specific door or window.**
- **Rear signs should be no larger than 9 square feet.**
- **Use vivid colors and striking signage to highlight store entrances from parking lots. Clearly mark, but do not emphasize, service entrances.**
- **Locate windowsills no higher than 40" above the rear sidewalk level.**
- **When rear facades include an important business entry, use awnings and canopies at the back entrances of buildings.**
- **When possible, provide plants in boxes or on trellises to enliven rear entrances.**
- **Avoid indiscriminate, nondirectional area lighting, such as wall packs and high-intensity floods.**

5 Additions and Infill Construction

Interventions in a built-up urban area often take the form of additions and infill into available space. Reflecting the design and materials of their own time, additions often seem foreign to the original building. A successful addition or infill responds to its context—either through contemporary or traditional design.

Sometimes additions and infill construction accommodates a new use. As an adaptive reuse measure, several one-story commercial buildings have been built in front of former residences—responding to the changing nature of High Street, particularly in the Campus Area section. As High Street evolves, however, these too may be subject to change.

When building a new addition to a contributing building or an infill between contributing buildings:

- **Use a scale and proportions compatible with those of contributing building(s).**
- **Take cues from distinctive architectural elements of the contributing building(s) to articulate the new facade.**
- **Accentuate the contrast between old and new with contemporary design and materials.**
- **Build new additions so as not to obscure or destroy existing significant building features or materials.**

When renovating or rebuilding a commercial extension in front of a residence:

- **Enhance the appearance of both structures by removing unnecessary masking elements.**
- **Reinforce the respective commercial and residential details of each building.**
- **Consider removing commercial-front buildings when:**
 - 1 the commercial-front building is beyond feasible rehabilitation;**
 - 2 its facade or use is not contributing to the architectural character, pedestrian experience or retail activity of the street;**
 - 3 its removal would create the opportunity for an animated pedestrian space in the new setback; or**
 - 4 the residential building can be rehabilitated into a contributing facade and desired use.**



Illustrative example of a setback for a new infill building to provide outdoor dining along High Street.

6 New Construction

The siting, massing, facade composition, materials and details of a new building, and its relationship to the street and surrounding buildings, should be consistent with the goals of protecting the urban character, enhancing a pedestrian orientation and mix of uses, and promoting imaginative, creative design of high quality.

Massing

Commercial Buildings

See “Site Planning” and “Building and Facade Design.”

Residential Buildings

Residential areas, such as Zone 7, are to be preserved and enhanced by replicating their massing in new construction. New residential buildings should be compatible with nearby traditional



Following the Urban Commercial Overlay standards, this new franchise restaurant is built at the street edge on both sides of its corner property, while parking is provided to the side and rear of the lot.

residential buildings, often allowing more variety in their shapes (pitched roof lines, for example) than commercial buildings.

- **Build residential roofs with a moderate to steep pitch, in a variety of shapes including gables and hips.**
- **Vary the shape of residential buildings by using a series of smaller pieces such as roofs, dormers, bay windows, porches, ells, and other projections.**
- **Wherever possible, orient residential buildings toward High Street.**



New construction on High Street should reflect the massing of early 20th-century buildings.

Façades

Commercial Buildings

New commercial buildings should be composed with proportions, window and door patterns, and facade articulation that echo and complement those of contributing buildings.

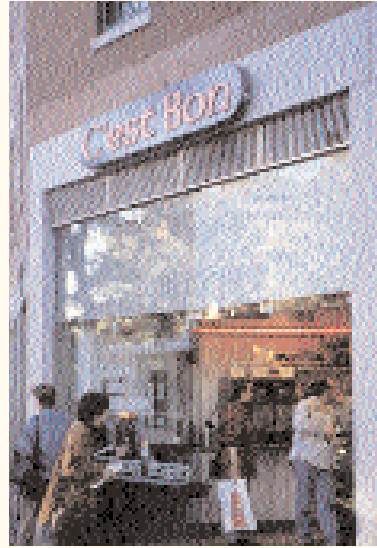
guidelines : new construction

When designing a new commercial facade:

- Express traditional lot widths in the facade, including when the building is wider than one lot, and maintain a rhythm of narrow bays.
- Articulate the building with such means as: expressed structure, piers and columns, recessed and projecting bays, building setback above cornice line, and three-dimensional elements of architectural details, signs, and awnings.
- Recess entryways from the facade line.
- Do not present to the street horizontal bands of unrelieved wall.
- Do not group upper story windows into continuous horizontal bands.
- Maintain a predominance of vertical elements on the upper floors through the spacing and proportions of window openings and articulations of the wall.
- The floor-to-ceiling height of the street-level story should be at least 12'.



Narrow bays, multiple entrances and vertical elements expressed on the facade break down the scale of large buildings into a rhythm of parts understandable to the pedestrian.



Storefronts are light, non-bearing facades inserted within the heavier permanent frame of the building.

Residential Buildings

Porches and other traditional elements found on residential buildings along the corridor should be replicated.

When designing a new residential facade:

- Use smaller openings, with more solid wall area, in residential than in commercial buildings.
- Use larger windows or groups of windows sparingly, as accents to identify formal or public rooms.
- Use a variety of window types (i.e., bay windows, oriels, different window groupings), to articulate the facade and contribute visual interest, scale and texture to the streetscape.
- Use horizontal and vertical proportions in residential doors and windows which replicate the proportions of the building.
- Celebrate the front entrance with a porch or porch-like element with the scale and proportions of traditional porches in the district.



Residential facades along High Street typically include large porches, bay windows, dormers and varied roof lines, creating a three-dimensional texture that should be recalled in new residential construction.

Mixed Commercial and Residential

Distinction between the various uses may be expressed in the facade design; but the overall design should be complementary.

When designing a facade for a mixed use building:

- **Wherever possible, locate retail uses at street level.**
- **Express the mixed-use nature of a building. Follow the commercial guidelines for retail facades and residential guidelines for residential facades.**
- **Do not face large expanses of solid walls directly onto High Street or adjacent side avenues. Provide clearly visible street level entries for upper floor residential.**

Materials

Commercial Buildings

There should be a clear distinction between the structural elements of a building, which support and span the storefront openings, and the elements that infill the openings. Traditionally, the structural columns and bearing walls, were constructed of wood, stone, brick and cast iron. Masonry is always appropriate for the structural elements of a new building. More contemporary materials, such as steel, concrete and concrete block, with finishes of masonry, stucco, and metals can be equally effective if properly detailed.

Elements such as windows, doors, and storefronts should have a lightweight and non-structural appearance. Traditional wood window frames and paneled bulkheads are appropriate, but other materials, such as metal or tile, may also be appropriate if correctly scaled, detailed, and finished.

When designing a new commercial building:

- **Distinguish between structural and infill materials.**
- **Use clear or lightly tinted glass for windows and doors. Very dark, reflective, or opaque glass should not be used. Glass block can be used as a building material to allow accents of light; but it is not an appropriate substitute for a traditional window opening.**
- **Do not use artificial materials that resemble older building elements, such as vinyl siding.**
- **A variety of color palettes can be used for different materials. Colors should be compatible with each other and with those of adjoining buildings.**

Residential Buildings

The palette of materials for residential buildings is more varied than for commercial buildings.

When combining materials, the visual effect of each material should be considered. For instance, masonry has a heavier, stronger appearance than does wood siding and shingles.

When designing a new residential building:

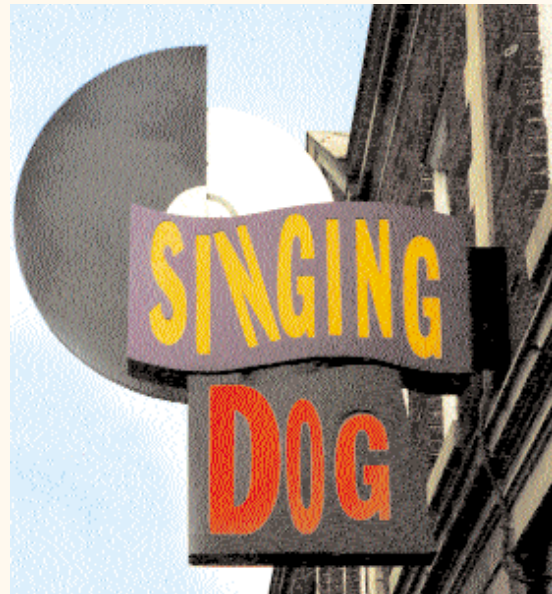
- **Use a masonry foundation with an exposure of 1'6" to 3' above grade.**
- **Face exterior walls with brick, stone, wood siding, wood shingles, or a combination of these materials. Avoid imitation finish materials such as vinyl siding.**
- **Use heavier facing materials of brick, stone, and other masonry for the first floor and major structural elements.**
- **Use lighter facing materials of wood siding and shingles in higher sections of the structure and for elements such as dormers and bay windows.**

7 Graphics

Signage is an integral and very noticeable part of a commercial use. Collectively, signage influences a street's character. Signs should be compatible with their building, neighboring buildings and the character of High Street as a whole. They are one of the least expensive and most effective ways to enhance a storefront. With imagination and high quality design, signs can add a new level of visual excitement to the streetscape.

Signs should present a clear message about the business they identify. The sign alone should not attempt to convey the entire story a merchant wants to relay. Too many different signs overwhelm viewers and consequently none of the messages are conveyed. It is the careful combination of sign, building storefront, and window display working together that has the greatest impact.

- **Choose a sign that is consistent and harmonious with the architectural style of the property and the surrounding district.**
- **Convey the message of the sign with simplicity.**
- **Restrict copy to the name, address, function and logo of the establishment. Do not post rates and advertising of commodities and ancillary services.**
- **Install one primary and, if necessary, one secondary sign.**



- **The size and style of the graphic, its scale, proportion, design, material and texture, as well as the size and style of the lettering, must relate to the building to which it is attached, with the property, and with the district that surrounds it.**
- **The graphic must be attached to the building or otherwise supported on the premises in a manner that respects the spirit as well as the letter of these guidelines.**
- **The graphic must be located appropriately on the building or premises and avoid obscuring significant architectural features.**
- **Signs for a row of storefronts in the same building should be of similar size, material, proportion and location on the building. While it is not necessary for them to be all the same color or design, they should look like a family—reinforcing rather than competing with each other.**
- **Maintain signs regularly and remove unused sign supports. Broken, faded signage and empty sign supports suggest a vacant or inactive business.**

Ground and Roof Signs

Freestanding or ground signs are seen from furthest away, often from automobiles. They should be used for businesses occupying residential buildings, which typically have no sign band or display window, and for businesses or spaces, such as rear parking lots, not visible from the street.

- **Use ground signs no more than 12 square feet in area and no more than 12' in height, in front of residences that have been converted to commercial uses or to identify businesses in buildings not visible from the street.**
- **Use ground signs of no more than 4' in height to mark parking areas.**
- **Do not install roof signs.**

Sign Bands

It is not necessary to create a sign band when one doesn't exist. Back-lit letters on a brick facade, for example, can be very effective in both announcing a business and highlighting its building. But where multiple storefronts share the same building, it may be desirable to establish uniform location and style. If a sign band does not exist in such cases, one can be created by a change in color, material, or relief. The sign band can be articulated or divided so that each section clearly relates to an individual store.

- **In multiple-storefront buildings, use signs of similar size, proportion and materials for each store.**
- **Coordinate colors in continuous sign bands or among contiguous signs.**
- **Vary the color of individual signs within a coordinated range.**



Free-standing signs at a pedestrian scale are most appropriate where commercial uses are housed in formerly residential buildings.

Wall Signs

Often viewed from across the street, wall signs should be legible from that distance. They should contain simple information such as the name of the store and the type of business. Wall signs should be carefully sized to fit in with the building's facade design and should avoid obscuring important architectural features.

- **Locate wall signs within a sign band when one exists, usually above the transom.**
- **Where a sign band doesn't exist, locate the wall sign between the first floor transom and the second floor windowsill or below the eaves/cornice on a one-story building.**

- Use the wall sign as the primary business sign.
- Install no more than two signs, one primary, one secondary.
- Limit the size to a maximum width of two-thirds of the width of the building front and a maximum height of one-third of the height of the space between the first floor transom and the second floor windowsill or eaves/cornice on one-story buildings.
- Rear signs should be no larger than 9 square feet.
- Locate signs so as not to obstruct display areas.
- Locate flush-mounted signs above the storefront display windows or transoms and below the second-story windowsills.
- Use lettering 8" to 16" high and which occupies no more than 65% of the board.
- Do not use internally illuminated box signs.

Types

Board signs use a background board, generally rectangular in shape, that contains the letters, graphic image and logo, where applicable. Individual letters mounted directly on a building can also create appealing signs. Carefully sized and designed micro-tube neon signs can add an element of excitement to the streetscape at night.



The message is best remembered when simple and direct: the apostrophe tells what's sold inside.



Wall signs range from the classical to the bold.

Size and Placement

The size of a wall sign, within the allowable maximum, depends on the width of the street as well as the size of the business. Locate the sign within the sign band where one exists. Do not cover up important architectural details such as cornices, piers and pilasters, doorway pediments and upper-floor windowsills.

Lettering

Signs on main facades should generally use letters within the guideline; however, smaller letters for smaller stores and larger letters for larger stores are possible. Internally illuminated individual letters are not encouraged, but back-lit letters are.

Projecting Signs

High quality projecting signs can add a special character to the streetscape. These signs should be small and unique in character. Viewed from medium to short range, projecting signs can highlight the storefront and attract pedestrians' attention as they walk along the sidewalk.

guidelines : graphics



Projecting signs are most distinctive when their shape reflects the nature of the business.

- A projecting sign may complement or replace the principal wall sign. In a building with multiple storefronts, coordinate with other business owners for a uniform approach to either one or both types of signs.
- Locate projecting signs above the storefront display windows or transoms and below the second-story windowsills.
- Space projecting signs along storefronts so that they do not obstruct each other in the pedestrian's line of vision.
- Use an area of 6 square feet and lettering 4" to 10" high.

Types

A three-dimensional object or special shape often makes the most effective projecting sign. Merchants can use these signs to express what is unique about their merchandise or their business; for example, a hammer-shaped sign for a hardware store, or an eyeglasses-shaped sign for an optometrist. Projecting signs are not usually considered the predominant sign for any business. Internally illuminated projecting sign boxes tend to look heavy and are strongly discouraged.



Projecting signs should be spaced far enough apart so as to not obscure each other.

Size and Placement

Projecting signs should be small and eye-catching; but should not block visibility of neighboring signs. Signs should not project more than six feet from the facade of the building, or half the width of the sidewalk, whichever is less. The underside of a projecting sign over the sidewalk should be at least eight feet above grade.

Other Considerations

The information on a projecting sign need not duplicate the information on the wall sign; it should augment the primary sign by describing the business in a different, more visual way. The design should be carefully coordinated with the building, the storefront and the design of the primary wall sign. The bracket from which the sign hangs is part of the overall sign design. If several stores within a building are to have projecting signs, their design and placement should be considered together, and in general they should be hung at the same height.



Oversize, internally-lit box signs are inappropriate on High Street.



The use of multiple simple logos can be more effective than a single, larger sign.

Window Signs

Window signs are seen from short range, in front of the store.

- **Use window signs to provide information that is more detailed and to complement the window display. Signs painted on storefront glass are a traditional and effective way to present this information.**
- **Use small stenciled letters, addresses or logos for window signs; do not paint large areas of glass.**
- **Use colors and lighting appropriate to the building and neighborhood.**
- **Do not use internally-illuminated signs. Illuminate painted signs with exterior lighting.**
- **Use neon signs for business names and accent borders. Mount neon signs on a clear backing, such as glass or plexiglass. Neon tubes may also be used on larger signs to accent a letter or logo, and to outline significant building features.**
- **Use lettering 1/2" to 8" high.**

Types

Lettering may be hand painted directly on glass, etched in glass or applied with vinyl, die-cut letters. White, light colors or gold leaf are most legible for graphics on glass. Signs taped to the glass or painting a temporary sign on the glass in neon colors is not desirable. Temporary signs should be hung a foot or more behind the glass, fixed to a rigid backing board and highlighted with display spotlights. Neon window signs work best if they occupy a minimum amount of the display window.

Size and Placement

Signs painted on second-floor windows are seen from a greater distance than those on first-floor windows, and the letter size and amount of information must be adjusted accordingly.

Lettering

Lettering on first-floor windows should cover no more than 20% of the glass area. Lettering on second floor windows should cover no more than 25% of the glass area. The amount of information to convey, the importance of the information, the design of the display area and the design of the storefront should all be considered in determining the height of the letters.

Awning/Canopy Signs

Signs on awnings or canopies can complement or become the primary wall sign. When a single business occupies several bays of a storefront, a small wall sign at each bay, or a sign on each awning or canopy, can be very effective in discreetly repeating the name of the business. More numerous, smaller signs also contribute to a fine-grain pedestrian experience along the sidewalk.

guidelines : graphics

Awning signs can be as visible and attractive as wall or projecting signs.



- **Restrict the size of the sign to 25% of the area of the awning or canopy. In many cases the sign should be limited to the skirt panel.**
- **Use lettering 6" to 8" high.**
- **Use the maximum allowable area for signage to create more, smaller signs on each awning, canopy or bay width.**

Banners

Banners can be a lively way to announce a special event or seasonal theme. They are most effective when using a bold design and brightly colored shapes or letters.

- **Use a banner not larger than 16 square feet in area.**
- **Use a banner as an on-premises temporary sign for a period not to exceed 30 days.**

Materials

Wood

Wood can be used for backing or lettering and is highly useful for a sign that has carved, recessed or dimensional lettering or decoration. Use wood that allows the grain to contribute to the design. Large pieces of wood can crack or check as they age—exterior plywood with protected edges can help solve this problem.

Metal

Metal can be used for backing or lettering. Copper, bronze, brass and stainless steel offer richness and durability. Gold and silver leaf, properly applied, can last for 50 years or more.

Glass

The transparency of glass allows graphics or lettering painted on its surface to float in place, while also allowing a view beyond. Glass can be etched or sand-blasted and lit from the bottom edge for dramatic effects. The area of glass used for the sign may also be entirely back-painted with a solid color after lettering has been applied.

Plastic

Plastic is most successful when used for individual letters. Large areas of plastic can look flimsy and cheap. If used as a backing, it should be made rigid or placed in a frame. Avoid vacuum-formed plastic faces in metal frames.



Metal can give signs a striking texture.

Color

Coordination

Coordinate sign and building colors so that the entire face of the building works together to look attractive and draw attention. Too many colors used together on a sign (or on adjacent signs) tend to overwhelm the viewer. It is best to limit the number of colors on a sign to three or four. Any additional colors should be used sparingly as accents.

Contrast

Make sure that there is enough contrast between lettering and background colors. In general, lighter letters on a dark background are more legible than dark letters on a light background. This applies to signage on glass or on board backing. If a building contains a number of shops, it is best if all signs have dark backgrounds and light letters, or vice versa. Lack of this basic uniformity destroys the rhythm of a building's facade.

Lighting

Well-lit signs are particularly important for stores that stay open at night. Even after hours, lighted signs, displays, and facades contribute to the safety, enjoyment and visual interest of the

streetscape. Illuminated signs attract attention after-hours and lend warmth to a commercial district. Exterior lights can be controlled by timers or photoelectric cells.

If a building has multiple storefronts, the lighting for their signs should be coordinated. If all storefronts have signs lit externally with hooded fluorescent lights, for example, all the lamp colors should be the same (i.e., all warm white, all cool white, and so on).

- **Attached to the building and spaced at intervals, use incandescent spot or flood lights to illuminate the full area of a sign.**
- **Use fluorescent lights, properly shielded with hoods, to light signs more uniformly than incandescent spots.**
- **Provide a valence to conceal fluorescent light fixtures used on historic building facades.**
- **Use microfluorescent tubes or neon to back-light solid letters or signs.**

Incandescent Light

Spots or floodlights attached to the building facade and spaced at intervals can usually illuminate the full area of a sign. There are a variety of exterior fixtures that can be used as decorative elements—from simple housings to elaborate, fluted, gooseneck fixtures.



Micro neon tubes can form the entire sign (left) or outline letters on a sign (Long's Bookstore, right) and enliven the street at night.

Fluorescent Light

Properly shielded with hoods, a series of fluorescent fixtures can light signs more uniformly than incandescent spots. They are typically cooler in color, but new tube types can closely match the quality and color range of incandescent lights, which many people still prefer. Fluorescent fixtures typically look more utilitarian than incandescent ones and blend less easily with historic building facades; therefore, the provision of a valence to conceal the fixture is appropriate.

Backlit Signs/Letters and Neon Light

Micro-fluorescent tubes or neon behind solid letters or signs can highlight a building's textured surface as well as provide a pleasant glow around an establishment's name. Neon signs and accent lighting are appropriate to the University/High Street corridor, particularly to enliven and advertise evening entertainment uses that give it its unique identity.

Up/Down-Lighting

Although lighting signs from below is dramatic and allows fixtures to be more easily hidden, mounting fixtures above signs and lighting down avoids many weather and water-related problems.

Glare

Glare from unshielded lights makes adjacent signs or displays difficult to see. Bare bulbs are prohibited on all buildings. Overly bright signs, especially at night, can actually cause passers-by to look away rather than toward the sign and storefront.

APPENDICES

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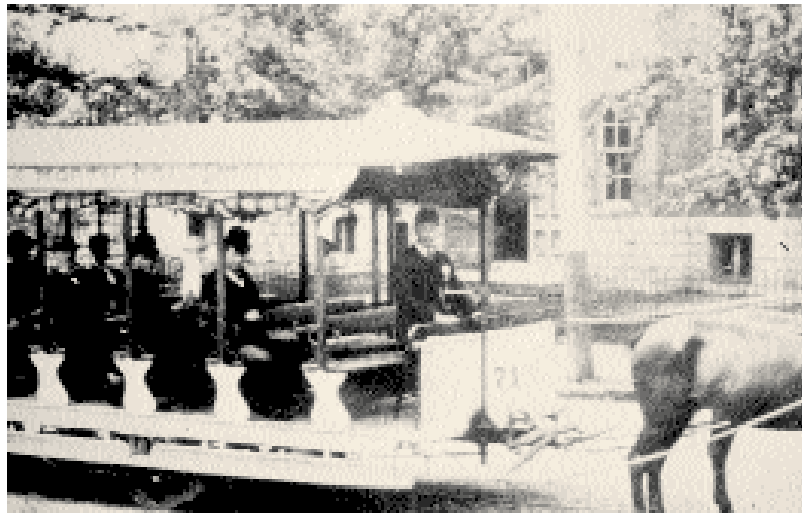


APPENDIX

History of High Street in the University Area: The Rise and Decline of an Urban Main Street

Initially a trail for Native Americans, High Street became the first major north/south road in Columbus in 1812, connecting the early city with the bustling farming and trading community located north of the current campus. High Street emerged as the “Main Street” for the growing North Columbus community in the 1850s. Streetcar connections in the 1870s brought significant growth to what is today the University Area. By the 1880s, the areas around Hudson Street and 11th Avenue represented large commercial nodes serving neighborhoods that early on displayed significant diversity—including a full spectrum of affluent, middle-class, and working-class housing.

When The Ohio State University opened in 1873—with fewer than 100 students—its front door faced High Street. Long’s Bookstore moved to its present location in 1909, and in 1918



A horse-drawn streetcar at High Street and Northwood Avenue.

the formal campus entry appeared at 15th Avenue. As the university’s population grew—reaching 18,000 in the 1930s—a campus commercial district flourished. Several theaters appeared, including the State Theater—now the Newport. By 1948, High Street was a bustling “Main Street” with three of Columbus’ busiest commercial centers: at 5th Avenue, from 10th Avenue to Norwich Avenue, and from Hudson Street to Dodridge Street. The adjacent residential neighborhoods were largely in place.

By the mid-1960s, the more affluent residents living closer to downtown joined the national trend and moved to the suburbs. By the 1970s, the southern part of the district had the city’s highest concentration of Section 8 housing units (for low-income residents) and High Street began to decline south of the campus. This trend became evident to the north of campus by the next decade. Other factors influenced High Street: Vietnam-era student riots shocked retailers into boarding up windows and closing off 15th Avenue to campus;



the street lost its captive market as student car-ownership rates shot up; curbside parking was removed and four side streets were closed off in 1978; zoning regulations were loosened in single-family neighborhoods; and the 60-foot setback requirement was introduced.

Construction of I-71, allowing traffic to bypass High Street and

making it easier for local residents to reach suburban malls, accelerated the local impact of the national decline in urban retailing. High Street lost the critical mass of retail, services, and entertainment that had sustained it as the commercial backbone of the area for



Hennick's (above, in a photo taken about 1904) was a popular High Street eatery for many years. Streetcar service on High Street (left).

a century. Deprived of this vital “Main Street” and destabilized by destructive development, adjacent neighborhoods continued to decline.

APPENDIX B

The Case for Rehabilitation and Preservation

In essence, High Street has served as the “downtown” of the University Area for more than 100 years, and like the downtowns of many small towns in Ohio and around the nation, the majority of its buildings were built between 1860 and 1940 when many commercial structures were two or three story buildings. Although these buildings exhibited characteristics of recognized historic architectural periods, they were not meant to be “high style” structures; their distinctiveness was often in their detail, scale, materials and massing. Unfortunately, these were often the very qualities, that were covered over, taken off, or “remodeled” over years of maintenance or misguided updating, and “renovation.”

Like the downtown in a small town, High Street has acted as a focal point for many aspects of community life, provided jobs and income for local and regional residents, and maintained tax revenue for the municipality. High Street is, however, more

than just retail or entertainment uses. The historic and potentially marketable nostalgic quality of High Street should be emphasized. Much of the appeal of High Street to Columbus consumers, returning alumni, and its permanent residential population of students and nonstudents lies in its seemingly unchanged, vintage avant-garde charm and in its evocative “return-to-campus” look. In this sense, it is not unlike other successful Columbus commercial nodes that retain and emphasize a special historic quality, such as the North Market Historic District, the Short North arts and restaurant district, and the historic Brewery District.

As in many “downtowns,” owners on High Street often faced rising maintenance costs and shoppers who seemed to prefer newer and more trendily designed stores. Unfortunately, many owners responded with hasty and foreign-looking remodeling efforts, resulting in downsized windows, closed recessed entryways, lowered ceil-

ings, unused upper floors, and the use of stucco, perma-stone, and plywood. Remodeling and perhaps the results of previous remodeling now confront the owner in trying to update a building’s appearance and stay current with the consumer market. In doing so, owners should note that the trend in creating and marketing shopping areas is to achieve the very look that is largely present in the buildings (or assemblage of buildings) that make up High Street—a “Main Street” look in a traditional college town.

The substantial number and intact blocks of late Victorian and early 20th-century buildings creates an architecturally strong streetscape. These original buildings often display the features and mixture of styles desired by developers seeking to create urban shopping “villages.” Several of these buildings may qualify for a National Register of Historic Places listing, which offers the additional incentive of tax credits.

When considering changes in a primary character-giving building, follow these general principles to maintain its overall architectural character:

- Every effort should be made to preserve, return to, or closely match the original design.
- Respect strong architectural character—any attempt to change a building’s theme or style should be discouraged.
- Alterations of a building’s elevation should be compatible with the remaining and unchanged aspects of the building.
- Side and rear walls may remain plainer but should relate to the main elevation by color, material, and detail as much as possible.
- Unusual architectural features such as bay windows, ornamental eaves, elaborate parapets, carved stone, or materials that may reflect one-of-a-kind use on High Street, including cast-iron pillars or facade, should be retained and restored as much as possible when considering functional changes.

Since the word “preservation” has come to mean a range of activities from boarding up windows to replacing existing build-

ing fabric, the following definitions may be useful within the context of these *Guidelines*:

- **Protection** is defending or guarding a property from further deterioration, loss, or danger. It is temporary in nature and anticipates future historic preservation treatment.
- **Stabilization** is establishing weather-resistant measures and structural stability in an unsafe or deteriorating property, maintaining the property as it exists for the present.
- **Preservation** is sustaining the existing form, integrity, and material of a building and may include stabilization work and on-going maintenance in historic building materials.
- **Rehabilitation** is returning a property to a state of utility through repair or alteration, making efficient contemporary use possible, while preserving those portions and features of the property that are historically and architecturally significant.
- **Restoration** is meticulously recovering the form and details of the property as it appeared in a particular period of time, often by removing later work or replacing

missing earlier work.

- **Reconstruction** is reproducing through new construction the exact form and detail of a building, or parts of the building, as it appeared in a specific period.

The Secretary of the Interior’s Standards for Rehabilitation

Most work is done in rehabilitation—not preservation, restoration, or reconstruction. Therefore, the following standards, based upon the Secretary of the Interior’s *Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, provide an excellent guide for rehabilitating projects along High Street.

- 1** Every reasonable effort shall be made to provide a compatible use for a property that requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
- 2** The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal

appendices

or alteration of any historic material or distinctive architectural features should be avoided when possible.

- 3** All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
- 4** Changes that have taken place in the course of time are evidence of the history and development of a building, structure, site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
- 5** Distinctive stylistic features or examples of skilled craftsmanship that characterize a building, structure, or site shall be treated with sensitivity.
- 6** Deteriorated architectural features shall be repaired

rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplication of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

- 7** The surface cleaning of buildings shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
- 8** Every reasonable method shall be made to protect and preserve archeological resources affected by, or

adjacent to, any property.

- 9** Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
- 10** Whenever possible, new additions to or alterations of structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

These standards strongly convey that significant, contributing, and defining buildings should be rehabilitated with respect to their existing materials and features and that additions and changes may occur if done correctly.

APPENDIX C

Demolition Considerations

Goals for High Street’s revitalization emphasize preserving and enhancing its “Main Street” qualities. Demolition of primary character-giving structures can greatly affect the existing character. Because High Street contains many intact traditional buildings that provide a strong streetwall, demolition should not be considered unless the new buildings will continue this edge and enhance the pedestrian environment. In particular, demolition of buildings that contribute to historic character is strongly discouraged.

Careful consideration should be given to whether a building or architectural feature would constitute an irreplaceable loss to the quality and character of the corridor. Where possible, efforts should be made to preserve primary character-giving buildings or features. Before demolition, owners are encouraged to ensure that the proposed new building will be consistent with the goals

and guidelines for the area. In this regard, owners are strongly encouraged to meet with the University Area Review Board prior to demolition to seek guidance about the new development.

Current city ordinance requires that each demolition application be reviewed by the University Area Commission. The commission applies the following criteria in its consideration of each demolition application:

- 1 Significance**—contributing attributes; historical value, physical or otherwise.
- 2 Location**—address of prominence or significance; importance within context of adjacent structures; degree of compliance with established objectives; whether it is part of a special area, such as a gateway or other highly visible site; whether it has assembly potential with adjacent properties.
- 3 Condition**—age; structural condition; state of repair; code violations; general appearance; condition of exterior, interior and grounds.
- 4 Rehabilitation potential**—condition; adaptability; ability to incorporate or reuse the facade or significant architectural features in the redevelopment design.
- 5 Economic value**—revenue and tax comparison of reuse *vs.* redevelopment; cost comparisons for rehab/reuse and redevelopment; and financial statement/commitment to fulfilling the proposal.
- 6 Property’s current use**—degree of conformance with zoning standards; assessed land and building value; appraised market value; current revenue and tax contributor; if vacant, period since last occupied.
- 7 Redevelopment time-frame**—length of time site remains vacant; interim use of site before construction begins; perimeter security, landscaping and maintenance of the site while vacant.
- 8 Redevelopment plans**—site plan, floor plans, and elevations.

Unfortunately, some properties may suffer from a lack of maintenance. “Failure to maintain” is the willful neglect of a structure leading to its destruction or the need for demolition by deterioration. To avoid undue expenses, property owners, particularly

those of primary character-giving structures, should not by willful action or willful neglect fail to provide reasonable care, maintenance and upkeep sufficient to ensure such structure’s perpetuation and to prevent its destruction by deterioration.



APPENDIX D

Character Designations of Individual Properties

To assist in describing the corridor, a visual character assessment was undertaken by several members of the University Area Commission in the 1998 during the planning process for *A Plan for High Street*. The assessment is intended to convey

the commission's perspective regarding demolition considerations. The map on pages 70-71 shows the designations that have been assigned to individual buildings and sites along High Street.



Primary Character-Giving Building

Buildings, or significant portions thereof, that exhibit a height and scale, proportions, principal details and overall character consistent with the majority of the vernacular commercial architecture of the study area.

Buildings indicated as such generally merit rehabilitation and/or adaptive reuse. Redevelopment of these sites should only be considered for new buildings that significantly enhance the urban character of the surrounding environment and that would be consistent with the recommendations of *A Plan for High Street*.



Secondary Character-Giving Building

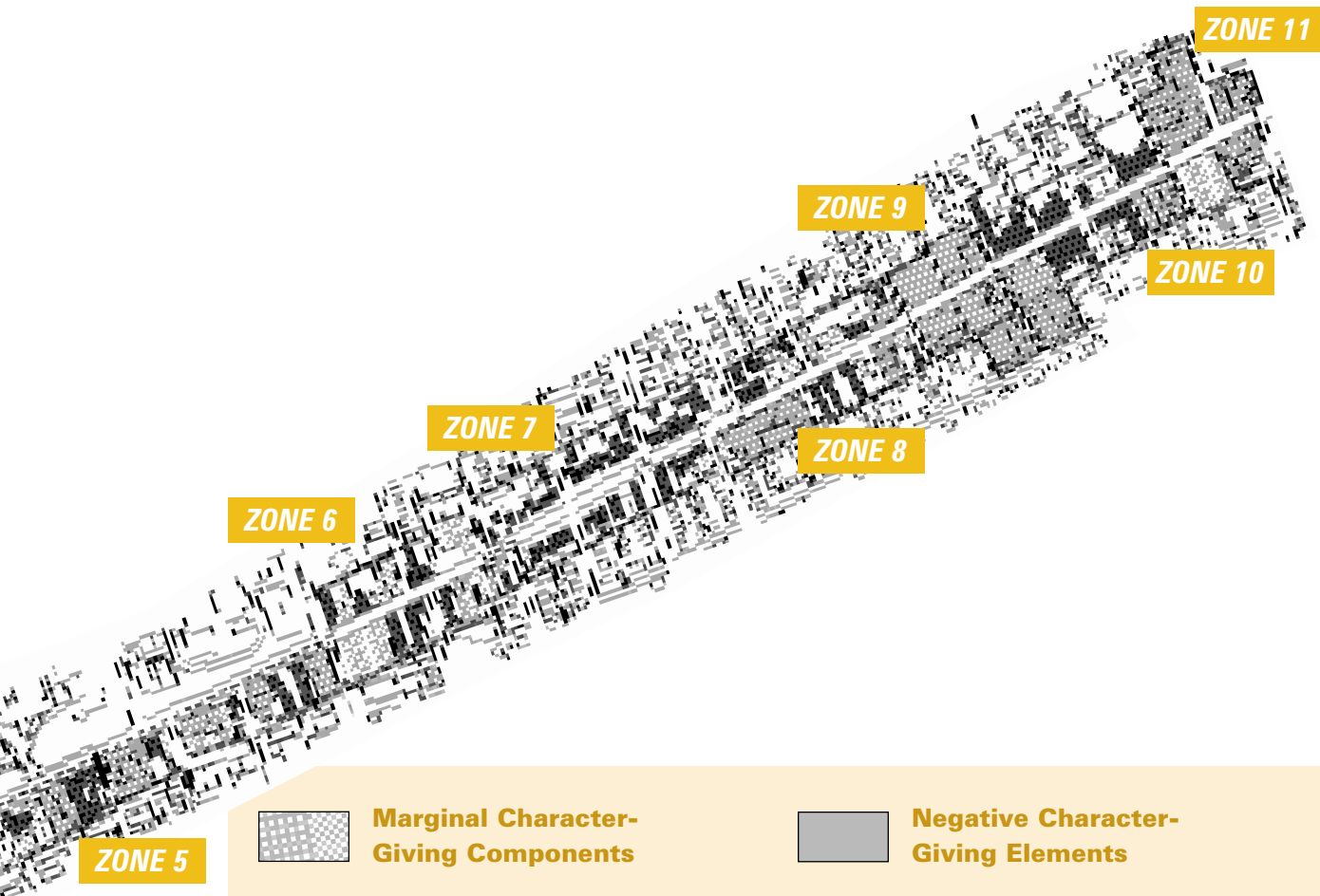
Buildings, or significant portions thereof, that exhibit characteristics similar to the above, except the current structure has been superficially altered in an inappropriate manner (most often a simple facade overlay).

Buildings indicated as such merit removal of the inappropriate alterations and a rehabilitation to the potential “primary” status. Redevelopment of these sites should only be considered for new buildings that significantly enhance the urban character of the surrounding environment and would be consistent with the recommendations of *A Plan for High Street*.



Map courtesy of Bass Studio Architects

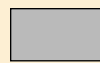
character designation



Marginal Character-Giving Components

Buildings, or significant portions thereof, that may exhibit some desirable characteristics (i.e., overall size, style or relationship to the street), but that are otherwise inappropriate in character.

Buildings indicated as such may require significant rehabilitation, renovation or redevelopment to bring them up to the urban character sought in the *Guidelines*. Such sites may provide excellent redevelopment opportunities for appropriate, urban buildings.



Negative Character-Giving Elements

Buildings, or properties, that are underdeveloped, not developed, vacant lots, or otherwise not consistent with the goals of the *Guidelines*.

Buildings or properties indicated as such are ideal candidates for redevelopment for new projects consistent with the recommendations of *A Plan for High Street*.

APPENDIX

E

Glossary

animated pedestrian space

An outdoor urban space adjacent to a main street, containing functions and furnishings that invite active pedestrian use, such as outdoor dining, seating, entryways, passageways, vest-pocket parks or public art.

articulated facade

A building facade that contains three-dimensional elements, usually regularly spaced, such as expressed structural piers, columns, pediments, recessed doorways, bay windows, projecting and recessed bays, canopies and other components, that give the building scale and texture.

awning

A hood or cover that projects from the wall of a building, intended only for shelter or ornamentation.

bay

A vertical division of the exterior of a building marked by door and window openings.

bay window

A projecting window, usually with angled sides, that rests on its own foundation.

bracket

A structural element that visually or structurally supports a cornice or overhang.

bulkhead

A horizontal area below a window on a first-level storefront. It is usually made of wood.

bungalow

A true bungalow is a one-story building with a large, low-pitched roof and dormers that make the roof space habitable as a “second” story.

canopy

An awning that is additionally supported by one or more columns.

coping

A capping or covering of the top of a wall.

cornice

A projecting molding along the top of a building or first-floor level.

cultured or cast stone

An artificial material, usually cement-based, that is colored and cast into molds to resemble a wide variety of stone types; typically installed as a thin veneer.

curb cut

A break or opening in the sidewalk and curb that allows vehicles to pass through.

dentils

A series of small blocks affixed to a cornice.

dormer

A smaller structure that projects from a sloping roof, usually with a window.

double-hung window

A window with two sashes that opens vertically.

eave

A projecting building element at the top of an exterior building wall or the underpart of a sloping roof overhanging a wall.

ell

A projection on a house that is perpendicular to the main block and forms a floorplan whose shape resembles the letter “L.”

façade

The front or “face” of a building.

fenestration

The design and placement of windows and doors in a building.

gable

The triangular part of an end wall under a pitched roof.

hip

The line where two roof slopes meet; a hipped roof has a slope on all four sides and resembles a pyramid.

glossary

infill

The materials or buildings that close off a gap or opening in a building or a row of buildings.

internally illuminated

Lit from inside. Typically a self-contained light box backlighting a formed plastic face of the graphic.

lintel

The horizontal piece at the top of a window or door opening.

masonry

Constructed of stone, cement, or brick.

massing

The size, shape, and proportion of a building.

mortar

A mixture of lime or cement, sand, and water used in masonry construction. Acts as a cushion to handle expansion and contraction between masonry units.

parapet

A low protective wall at the edge of a roof.

pier

Square masonry porch or storefront support.

pilaster

A flat pier that is attached to the wall surface and has a slight projection.

primary character-giving building

Buildings, or significant portions thereof, that exhibit a height, scale, proportions, principal details, and overall character consistent with the majority of the vernacular commercial architecture of the area.

proportion

The relationship between length and width of like elements. Vertical proportions indicate that an element is taller than it is wide, and horizontal proportions indicate that an element is wider than it is tall.

rehabilitation

Returning a property to a state of utility through repair or alteration, making efficient contemporary use possible, while preserving those portions and features of the property that are historically and architecturally significant.

repointing

Raking out old mortar joints and filling them with new mortar.

restoration

Meticulously returning a property to its historic appearance and function.

rhythm

Repetition of shapes, accents and proportions.

right-of-way

The area dedicated and set aside for a road or street, usually including elements adjacent to the paved surface, such as curbs, gutters, and sidewalks.

rusticated or fractured block

A manufactured masonry unit whose face resembles the texture characteristics of stone.

sash

A frame designed to hold window glass; the moving part of a window.

scale

The comparison of size of building elements to human form.

setback

The distance from the exterior wall to a property line. These dimensions are generally governed by the zoning code.

sidewalk edge

The edge of the sidewalk farthest from the curb, typically along the front property line.

sill

The base of a window or door.

split-face concrete block, or cinderblock

A masonry unit that has been broken in half to create a rough texture resembling split stone; available in a variety of colors beyond the traditional gray.

storefront

The street-level windows of a commercial building, generally incorporating large areas of glass for display purposes.

storefront cornice

A projecting molding above the street-level display windows and below the upper story windows.

storefront frame

The wood or metal edges that hold the glass areas of the storefront in place.

story

A unit of measure equal to the vertical distance between two adjacent floor levels or between a floor and the roof. It defines a space intended for occupancy that manifest itself on

the facade through an architectural expression of its use and contextual scale.

structure

A building, monument, work of art, work of engineering or other object permanently affixed to the land.

transom

A horizontal piece of glass above a window or door opening.

APPENDIX F

Regulations for the University Impact District

3372.504 University Impact District.

(A) *The University District Planning Study, Report to City Council* and the *Plan for High Street* support the need to implement appearance control within a specific portion of the University Area. This area is hereby designated as the University Impact District, hereafter referred to as the Impact District, and is bounded as follows:

Beginning at the centerline intersection of High Street and Arcadia Avenue; thence easterly along Arcadia Avenue approximately two-hundred-fifty-seven (257) feet; thence southerly to Dodridge Street and continuing along Pearl Street to Hudson Street; thence easterly to East Avenue; thence southerly to Kinnear Alley (the east/west alley between Hudson and Tompkins Streets); thence westerly to Pearl Street; thence southerly along Pearl Street and an imaginary extension thereof, to the east/west alley just south of Northwood Avenue;

Thence easterly along said alley crossing Indianola Avenue and continuing along Northwood Avenue to Fourth Street; thence northerly to Alden Avenue; thence easterly to the north/south alley just east of Fourth Street;

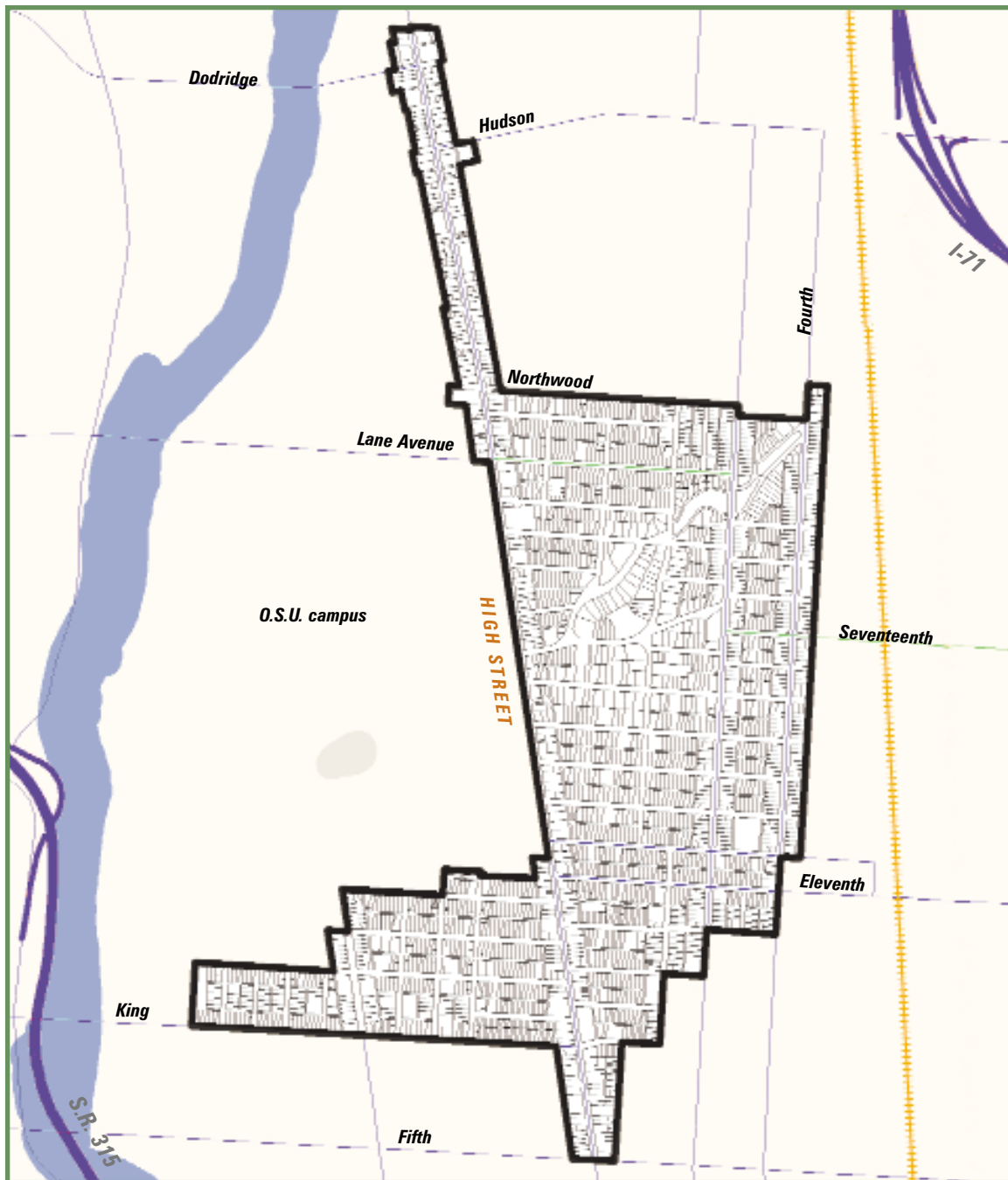
Thence southerly to Chittenden Avenue; thence westerly to Fourth Street; thence southerly to Ninth Avenue; thence westerly to Summit Street; thence southerly to Eighth Avenue; thence westerly to Indianola Avenue;

thence southerly to Seventh Avenue; thence westerly to Courtland Avenue; thence southerly to Fifth Avenue;

Thence westerly to Wall Street; thence northerly to King Avenue;

Thence westerly to a point two-hundred-fifty-five (255) feet west of Perry Street; thence northerly to an imaginary extension of Eighth Avenue; thence easterly along said extension and Eighth Avenue to the north/south alley just west of Neil Avenue; thence northerly to Ninth Avenue; thence easterly to Neil Avenue; thence northerly to Tenth Avenue; thence easterly to Highland Street; thence northerly to the east/west alley just south of Eleventh Avenue; thence easterly along said alley to Wall Street; thence northerly to Eleventh Avenue; thence easterly to High Street;

Thence northerly to Lane Avenue; thence westerly to Wall Street; thence northerly along Wall Street, and any imaginary connective extensions thereof, to Kinnear Alley; thence continuing northerly along the rear property line of parcels fronting High Street to a point one-hundred-thirty (130) feet north of the centerline of North Street; thence easterly approximately one-hundred-eighty-three (183) feet to the centerline of High Street; and thence northerly to the intersection of High Street and Arcadia Avenue, the place of beginning.



The University Impact District

(B) All parcels, or portions thereof, within the Impact District are subject to the review and approval provisions herein, under Regulations for the University Impact District, and as administered by the University Area Review Board.

3372.580 University Area Review Board.

(A) Creation, members, and term. Established by Ordinance 2054-92, the University Area Review Board, hereafter referred to as the Review Board, shall consist of seven

impact district regulations

members appointed by the Mayor to serve without compensation. Council recommends that appointments to the Review Board include:

- (3) three registered architects designated by the American Institute of Architects;
- (1) one designee of the Columbus Apartment Association who owns property within the Impact District;
- (1) one designee of the University Community Business Association who is a merchant or owner of a retail business or property within the Impact District;
- (1) one designee of the University Area Commission;

and after consultation with each of the above organizations,

- (1) one at-large member, who may include one engaged in the livelihood of architectural design, history, or preservation; construction; property management; or real estate.

The term of membership shall be for three years, except for the initial terms of one year for two members and two years for another two members. A vacancy shall be filled in the same manner as the original appointment was made.

- (B) Organization, rules of procedure, and meetings. The Review Board shall meet and organize by the electing officers, adopting rules of procedure, and providing for regular and special meetings. A quorum of four members is necessary for official action. The Review Board shall hold regularly scheduled meetings and may call for special meetings. All meetings shall be open to the public and notice of scheduled meetings published in the City Bulletin. The Department shall staff the meetings and maintain a record of the proceedings.

- (C) Duties. The duties of the Review Board are:

- (1) to preserve, protect and enhance the urban environment and neighborhood characteristics of the University Area;
- (2) to hear, decide, and take action on all applications for a Certificate of Zoning Clearance and applicable permits or registrations, and when appropriate, issue a Certificate of Approval thereon;
- (3) to review applications for a zoning change, variance, or special permit that may cause a stated guideline to apply and to forward comments to the appropriate decision-making body; and
- (4) to develop and promulgate guidelines pertaining to compatibility and appearance as necessary to clarify development objectives and enhance the development guidelines herein.

- (D) Jurisdiction. The review jurisdiction of the Review Board applies to all properties within the Impact District.

3372.581 Certificate of Approval.

- (A) Required. Within the Impact District, no person shall undertake any work, including the construction or exterior alteration of a building or structure, a change on or to the site, and the installation of a graphic or curb cut, that requires a certificate of zoning clearance, registration certificate, building permit, or installation permit without first obtaining a Certificate of Approval from the Review Board. A Certificate of Approval is not required for the razing of a building or for normal exterior maintenance or repair work that does not result in a change in material, design, dimensions, shape, or arrangement.

- (B) Application, review, and delegation of authority. To be heard at a regularly scheduled meeting of the Review Board, a complete application for a Certificate of Approval must be submitted to the Department at least ten (10) days prior to the meeting. The application must indicate compliance with all applicable zoning and building code standards and/or include a statement of hardship if seeking a variance. Upon presentation of the application to the Review Board by the applicant or his representative, the Review Board will decide if the proposed application is in compliance with the guidelines in accordance with principles of good design.

However, by a unanimous affirmative vote, the Review Board may delegate its authority to the Director or his/her designee to issue Certificates of Approval for: (a) projects which fully comply with the guidelines herein, and any subsequent guidelines; or (b) for items and designs previously reviewed and judged appropriate by the Review Board or its predecessor. This provision shall not be so construed that previously approved project designs are automatically approved for any other application. The applicant always has the option to have his application reviewed by the Review Board.

- (C) Issuance. Following a determination that the objectives and intent of all applicable guidelines herein, and any subsequent guidelines, are met in accordance with the provisions herein, the Review Board will issue a Certificate of Approval. A motion to approve a Certificate of Approval application must receive four (4) affirmative votes to pass. A Certificate of Approval is valid for one year from the date of issuance, unless other limits are stated as a condition of the certificate.

In the event of concurrent jurisdiction with the Historic Resources Commission (HRC), a Certificate of Appropriateness from the HRC is required before the Review Board considers the project for conformance with this subchapter.

3372.582 Appeal.

Appeal of findings and determinations of the Review Board based on a claim of substantial economic hardship may be taken to the Board of Commission Appeals. Appeal for any reason other than substantial economic hardship may be made to the courts.

3372.583 Issuance of zoning clearance, registration, or permit.

When a Certificate of Approval is required, a valid certificate must accompany an application for a certificate of zoning clearance, registration certificate, building permit, or installation permit before the Department issues such certificate or permit.

3372.584 Zoning change, variance, or special permit.

Within the Impact District, an application for a zoning change, variance, or special permit that may cause a stated guideline to apply, as determined by the Department, shall be reviewed by the Review Board prior to being heard by the approving body. The Review Board shall consider such application and forward any comments to the appropriate decision-making body.

3372.585 Development & design guidelines.

To further the objective of compatible development within the Impact District, an application for a Certificate of Approval is subject to and evaluated upon the guidelines herein and any amplifications thereto adopted by the Review Board. Though the following guidelines assist the applicant and the Review Board to arrive at an appropriate proposal, they may not address or be applicable to every situation, and therefore, special circumstances may suggest variations that could yield an equally compatible project.

- (1) Specific guidelines for dwellings within residentially zoned districts:
 - (a) The overall length of a building shall be no more than two and one-half (2½) times the building's overall width.
 - (b) The first floor above grade shall be no less than two and one-half (2½) feet and no more than three and one-half (3½) feet above the finished grade line; or the façade should be designed to give the appearance of a first floor height within these limits. This requirement is not intended to preclude gentle grade changes or ramping to permit handicapped accessibility.
 - (c) The pitch of a principal building's main roof shall be no shallower than eight units vertical to twelve units horizontal (8:12). A gambrel, mansard, or variation thereof shall not be permitted.
 - (d) At least one-third (1/3) of the front facade area (width times the height of the exposed wall area enclosing any living space-excluding gable) shall be visually and physically unobstructed by

any porch or portion thereof. The width of a front porch shall not exceed ninety percent (90%) of the width of the building's front facade. No porch shall be permitted above the second story. A porch roof shall give the appearance of being separate and secondary to the main roof.

- (e) Exclusive of any roof overhang, no portion of a front porch or terrace may extend into the front setback more than eight (8) feet. A balcony may extend into the front setback no more than four (4) feet. Exterior stairs to any floor other than the first floor shall not be permitted within the front setback area. A first floor deck shall not be permitted in the front yard.
- (f) Window and window elements, excluding basement windows, shall have vertical proportions of three units vertical to two units horizontal (3:2), or greater. Windows and doors shall constitute no less than twenty percent (20%) of the building's front facade.
- (g) No more than two predominant wall materials, excluding foundations, gables, and windows/doors with associated trim, shall be used on a building. The same material treatment shall be used around the entire building. Horizontal lap siding shall have a narrow exposure. Natural wood tones are uncharacteristic and any exposed wood elements, other than flooring, shall be either painted or stained opaquely with a coordinated color.
- (h) A rear deck, rear patio, or combination thereof, shall cover no more than two hundred (200) square feet of lot area.

- 2) Specific guidelines for the High Street corridor:
 - (a) As referenced in the document *University/High Street Development & Design Guidelines*, 4/02, and any subsequent revisions or amendments thereto.
- (3) General guidelines:
 - (a) Context and visual compatibility. A new building or any addition or alteration to an existing building shall be compatible and appropriate with its own integrity and with that of surrounding contributing buildings, public ways, and places to which it is visually related in terms of: placement, setback and orientation; scale, size and height; massing, proportions and shape; directional expression and alignment; rhythm of building spacing; rhythm of building shape, porches and other projections; relationship of solids to voids in facades; proportion of facade openings; and relationship of materials, texture and color.
 - (b) Site treatment. Consideration shall be given to the following elements regarding appropriateness and compatibility with the area: setback and yards; lot coverage and out-buildings; parking; landscaping; outdoor space (e.g., patio, deck, or recreational area); walkway; fence or wall; refuse storage facility; lighting; and alleyscape. In addition, the following shall be considered:
 1. Where practical, significant site features should be respected and retained including, but not limited to, brick or stone walls, decorative stanchions, mature trees and existing landscaping features.
 2. Landscaping should include foundation plantings and appropriate grass or ground cover of yard areas. On corner lots, plantings are desirable along all portions of the foundation visible from the street.
 3. Front yard landscaping should include one tree of at least two and one-half (2½) inch caliper for every fifty (50) feet of frontage or no less than one such tree per lot.
 4. Paved surfaces (e.g., concrete, brick, or stone) should be provided to accommodate pedestrian travel from public walkways and parking areas to the building.
 5. On-site parking should be designed and executed so as to upgrade both the appearance of the property and pedestrian and vehicular traffic safety in the immediate neighborhood.
 6. New curb cuts should not be constructed for properties that have access from an alley or other existing route or where characteristically inappropriate.
 7. Lights used to illuminate a parking lot should be selected and arranged so as to direct and reflect the light away from any adjacent property or public way.
 - (c) Building. A new building or any addition or alteration to an existing building shall be compatible and appropriate with its own integrity and with that of surrounding contributing buildings, public ways, and places to which it is visually related in terms of: platform; body (e.g., shape, size, proportions, stories, or projections); roofs (e.g., cornice/eaves, dormers, or chimneys); porches; doors and entryways; fenestration; materials; ornamentation, trim and detailing; and other elements such as storm or screen doors and windows, skylights, awnings, mechanical

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equipment, mailboxes, and colors. In addition the following shall be considered:

1. Elements of a non-habitable building, including, but not limited to, a garage, utility shed, porch, or exterior stair, should be compatible and/or consistent with the existing streetscape. A porch, including its roof and balustrade, should be in keeping with the residential character of the area.
2. Building appurtenances and projections, including, but not limited to, a porch, stoop, bow or bay window, awning, exterior stair, light fixture, or signage, should be in scale with the total composition of the building itself and the character of the area.
3. Generally an addition should meet the same guidelines as new construction, but should respond specifically to the

building of which it is a part. An addition should not overpower the original building and should be added in an unobtrusive way. The connection of the addition to the original building should be designed so that it does not detract from either.

4. Nothing in these guidelines is intended to constrain handicapped accessibility. All lifts or ramps shall be designed with sensitivity to the building's design.

- (d) Graphics. A sign's design, size, location, material, lighting, and color should complement the building's design and reflect the nature of the surrounding area.

(Please check with Columbus Zoning, 645-7314, for current applicable code provisions.)

APPENDIX

G

Urban Commercial Overlay Code

3372.601 Definitions.

Building Frontage: “Building frontage” means the side, or facade, of a building closest to and most nearly parallel to an abutting street.

Building Frontage, Primary: “Primary building frontage” means a building frontage that abuts a street listed in the *Columbus Thoroughfare Plan*.

Building Frontage, Secondary: “Secondary building frontage” means a building frontage that abuts a street not listed in the Columbus Thoroughfare Plan.

Building Rear: “Building rear” means the wall or plane opposite the primary building frontage. For a building on a corner lot, the building rear is the wall or plane opposite the wall or plane containing the principal building entrance.

Drive-Thru: “Drive-thru” means a building or portion of a building designed for customers to receive goods or services while remaining in a motor vehicle.

Parking Lot: “Parking lot” means any off-street public or private area, under or outside of a building or structure, designed and used for the temporary storage of motor vehicles.

Principal Building: “Principal building” means a building in which the principal use of the property is conducted. A parcel may contain more than one principal building.

Public-Private Setback Zone: “Public-private setback zone” means an area between a principal

building and a public street right-of-way line utilized for seating, outdoor dining, public art and/or other pedestrian amenities.

Reconstruction: “Reconstruction” means the replacement or rebuilding of a building, premises or structure.

Setback: “Setback” means the distance between a building, structure or parking lot and any lot line or street right-of-way line.

3372.603 Purpose.

The purpose of the Urban Commercial Overlay (UCO), consisting of Columbus City Code Sections 3372.601 through 3372.699, inclusive, is to regulate commercial development in specifically designated areas in order to protect, re-establish and retain the unique architectural and aesthetic characteristics of older, urban commercial corridors.

The provisions of the UCO are intended to encourage pedestrian-oriented development featuring retail display windows, reduced building setbacks, rear parking lots, and other pedestrian-oriented site design elements. Where applied, UCO standards generally require full compliance for new construction, partial compliance for exterior building additions and alterations and minimal or no compliance for routine maintenance and the replacement in-kind of materials.

3372.605 Designated areas.

The standards of the UCO apply to those portions of older, urban commercial corridors determined by City Council to be necessary to retain, develop, and redevelop pedestrian-oriented architecture and urban land use patterns where recent development has displaced, or threatens to displace, the original pedestrian streetscape. The boundaries of designated UCO areas are part of the Official Zoning Map and described in separate sections beginning with C.C. 3372.650.

The application, notification, and approval procedures for a rezoning must be followed when establishing an UCO area.

3372.607 Applicability and extent.

The standards and requirements of the UCO apply as follows:

- (A) On a commercially-zoned or commercially-used property within a designated UCO area:
 - (1) The placement, construction, or reconstruction of a principal building is subject to all standards and requirements of this sub-Chapter;
 - (2) The expansion of a principal building's gross floor area by up to 50% is subject to C.C. 3372.611 and 3372.613 and the expansion of a principal building's gross floor area by more than 50% is subject to all standards and requirements of this sub-Chapter;
 - (3) The extension or expansion of a principal building towards a public street is subject to all standards and requirements of this sub-Chapter; and
 - (4) Exterior alteration of a primary building frontage is subject to C.C. 3372.611 and 3372.613. Secondary building frontages and primary building frontages set back

from an abutting street a distance of more than 30 feet are exempt from this requirement. For purpose of this requirement, the placement of window shutters, fabric canopies and awnings and/or building-mounted signage is not considered to be exterior alteration.

- (B) The construction or installation of parking lots, fences and other accessory structures on commercially-zoned or commercially-used properties shall comply with C.C. 3372.609 B. and C., 3372.611, 3372.613, and 3372.615.
- (C) The standards and requirements of this sub-Chapter may be waived for buildings officially recognized as historic if they would result in an unacceptable modification of the original, historic appearance of the building as determined by the City of Columbus Historic Resources Commission.
- (D) Residentially-zoned properties and residences are exempt from the standards and requirements of this sub-Chapter, except in architectural review commission districts.
- (E) In architectural review commission districts, residences, residentially-zoned properties and commercially-zoned or commercially-used properties are subject to C.C. 3372.615 and 3372.609, excepting 3372.609 B, and are not subject to Sections 3372.611 and 3372.613.
- (F) Routine maintenance and in-kind replacement of materials are exempt from the standards and requirements of this sub-Chapter.

The standards contained in the UCO are in addition to the regulations of the underlying zoning districts. Where the provisions of this sub-Chapter conflict with those of the underlying zoning district or other provisions of this Zoning Code, the most restrictive provision applies.

3372.609 Setback requirements.

Setback requirements are as follows:

- (A) The minimum building setback is zero (0) feet and the maximum building setback is ten (10) feet, except where a Public-Private Setback Zone is provided. Where a Public-Private Setback Zone is provided, a maximum setback of 15 feet is permitted for up to 50% of the building frontage.
- (B) The minimum setback for parking lots is five (5) feet. Parking lots and accessory buildings shall be located at the rear of the principal building. Where access to the rear of the property is not possible from a public alley or street, up to 50% of the parking may be located at the side of the principal building.
- (C) The minimum setback for fences and masonry is or stone walls zero (0) feet.

3372.611 Design standards.

Design standards are as follows:

- (A) A primary building frontage shall incorporate at least one main entrance door. At a building corner where two primary building frontages meet, one main entrance door may be located so as to meet the requirement for both building frontages.
- (B) A building frontage that exceeds a width of 50 feet shall include vertical piers or other vertical visual elements to break the plane of the building frontage. The vertical piers or vertical elements must be spaced at intervals of 15 feet to 35 feet along the entire building frontage.
- (C) For each primary building frontage, at least 60% of the area between the height of 2 feet and 10 feet above the nearest sidewalk grade shall be clear/non-tinted window glass permitting a view of the building's interior to a minimum depth of 4 feet. For a secondary building frontage, the pattern of window

glass must continue from the primary frontage a minimum distance of 10 feet.

- (D) All roof-mounted mechanical equipment shall be screened from public view to the height of the equipment. The design, colors and materials used in screening shall be architecturally compatible with the rooftop and the aesthetic character of the building.
- (E) Dumpsters and all ground-mounted mechanical equipment shall be located at the rear of the building and screened from public view to the height of the dumpster/equipment.
- (F) Fences, with or without masonry piers, shall be decorative and constructed of ornamental metal tubes or solid metal bars. Fences may not exceed a height of 4 feet.
- (G) Masonry or stone walls may be used for screening, sitting, or used as independent architectural elements. Walls may not exceed a height of 4 feet.
- (H) In architectural review commission districts, required screening will be the screening approved by the architectural review district commissions. In all other areas, screening shall consist of either:
 - (1) A 4-foot high solid masonry or stone wall; or
 - (2) A 4-foot high decorative metal tube or solid metal bar fence located at the street right-of-way line (property line), with or without masonry pier supports, with a minimum 3 foot wide landscaped area along the parking lot side of the fence. The landscaped area shall be planted with three evergreen shrubs and one deciduous shade tree per 30 feet of frontage. Trees and shrubs shall be maintained in good condition; dead material shall be replaced within one year.
- (I) Commercial signage shall comply with C.C. 3375-3383. Billboard signs are not permitted.

3372.613 Drive-thru uses.

Drive-thru pickup windows and coverings are prohibited on primary building frontages and shall be attached to the rear or side of the principal building.

3372.615 Parking and circulation.

Parking, access and vehicular circulation standards are as follows:

- (A) Parking, stacking and circulation aisles are not permitted between a public street right-of-way line and a principal building.
- (B) Additional curb cuts along streets identified in the Columbus Thoroughfare Plan will not be permitted unless the Division of Transportation staff determines that a new curb cut is the only means available to provide vehicular access to the site and that the new location of the curb cut meets the requirements of the Division of Transportation.
- (C) The required number of off-street parking spaces may be reduced by up to 50% by the Chief Zoning Official or designee in consultation with the Division of Transportation staff. Factors to be considered include, but are not limited to: the availability of on-street, public, permit or shared parking; available transit service; pedestrian traffic and accessibility; elimination of arterial curb cuts; recommendation of architectural review commission; hours of operation and existing/proposed land use.

- (D) The required number of loading spaces may be eliminated at the discretion of the Chief Zoning Official or designee, with due consideration given to: frequency and time of deliveries; size and nature of vehicles accommodated by the loading spaces; the character of the neighborhood; and impact upon adjoining streets or alleys.

(Please check with Columbus Zoning, 645-7314, for current applicable code provisions.)